

PART I OF TWO PARTS

Sales Management

THE MAGAZINE OF MARKETING

Do Your Men Say, "I Can't Plan, My Schedule Changes too Often!"?

BY W. C. BROWN, DIRECTOR OF SALES,
HERCULES POWDER CO.

PAGE 31

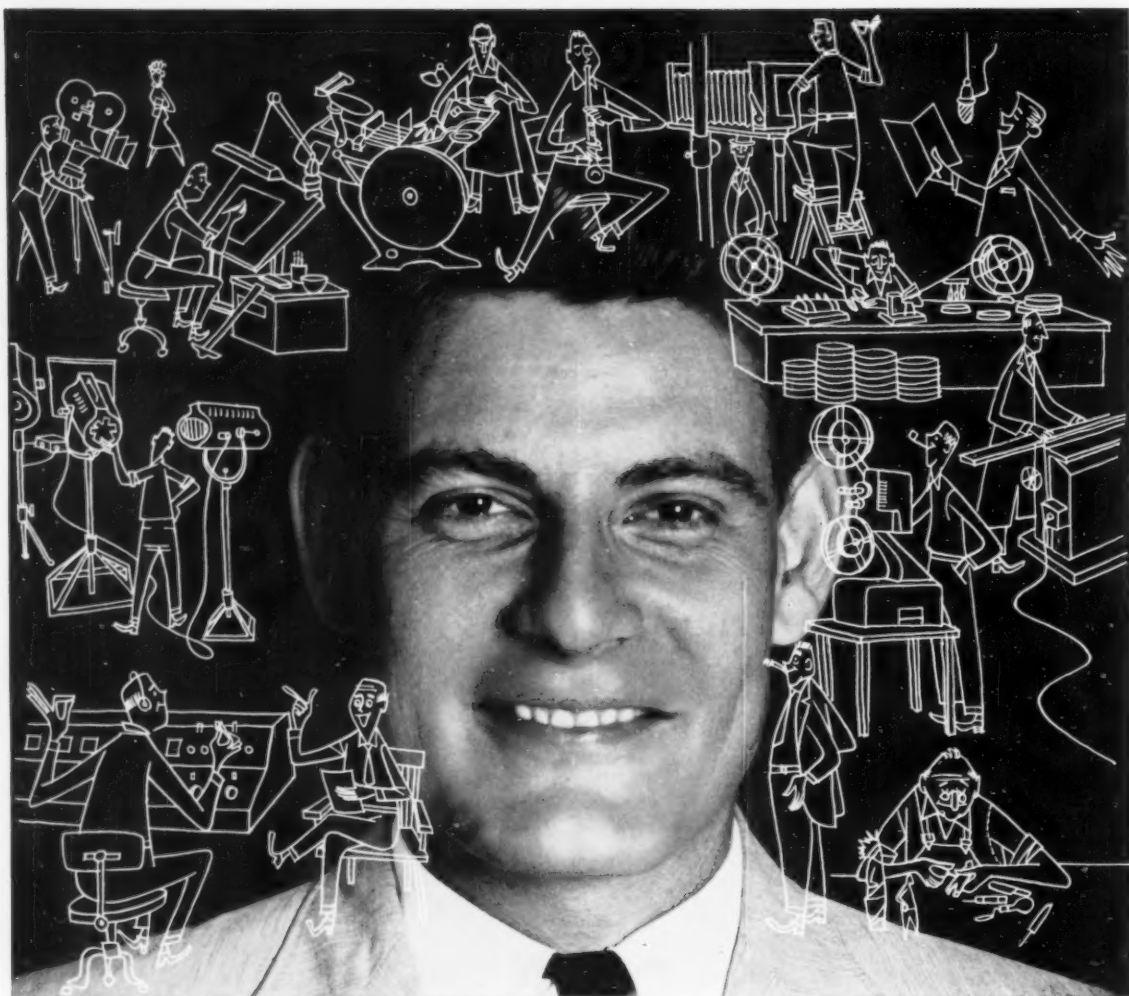
HOW TO GET SAMPLES AND SALES AIDS INTO THE FIELD ON TIME

BY ALICE B. ECKE

PAGE 42

INSIDE LOOK AT THE COLLEGE MARKET

PAGE 70



Good Man to have for your meeting

By providing the 136 varied skills available in The Jam Handy Organization, he offers you the professional assistance needed to put your message across clearly . . . dramatically . . . forcefully.

All the clarifying and dramatizing services he offers are supplied from one central office. That keeps costs and complications at a minimum with only *one* accounting . . . *one* responsibility . . . *one* explanation from you.

A phone call to one of the convenient offices listed below will bring any or all of such help.

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WORLD'S FIRST
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Ever been to LGA? or CHI? How about YIP? Chances are you have, as these are the standard airline abbreviations for NEW YORK, CHICAGO and DETROIT. Now you can fly the *VISCOUNT*, world's first jet-prop airliner — swiftly, quietly, smoothly — between these and other major cities in the East, Midwest and South.

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The VISCOUNT now serves:

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CLEVELAND • PITTSBURGH • PHILADELPHIA
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ATLANTA • BIRMINGHAM • NEW ORLEANS**



Eye-Appeal Packaging Possible with New Rust Preventive

Marvellum VPI® Eliminates Product-Hiding Wraps — Messy Grease; Stops Rust for Years

Now you can stop rust by packaging products in a chemically treated paper. This new miracle paper, Marvellum VPI®, stops rust for years even under the most unfavorable climatic conditions. By releasing an invisible vapor, VPI forms a thin film on metal which prevents oxidation (rust). Marvellum VPI completely eliminates the old greasing and oiling methods, providing a simple easy-to-use rust prevention for any size or shape of ferrous metal product.

Results Proven

VPI was developed by the Shell Development Co. to meet a government need for a protective wrap for storage and overseas shipment of vital aircraft parts, machines, tools and other metal products. Marvellum VPI is now widely used by industry as a wrapper, liner or cover to protect products while in process, storage, and transit.



VPI strip (2" x 2 1/2") prevents corrosion of critical electronic switch for 18 months in storage and on dealer's shelf.

Added Sales Features

The effective, long-lasting protection of Marvellum VPI, its cleanliness and ease of application can make your selling job easier. Customers welcome VPI packaging, which assures arrival of your products rust-free — and keeps them rust-free during storage. They'll welcome the cleanliness — no more messy grease to remove. If you sell a consumer product, such as hand tools or sporting equipment, the reusable VPI wrapper will provide an important added sales feature.

Inexpensive Protection

Marvellum VPI is comparatively inexpensive. A small 1" x 5" strip protects a package of twelve hack saw blades at a cost of 1/10th of a cent; a large machine tool, valued in the thousands, can be shrouded with VPI for as little as one dollar.

Versatile Packaging

Marvellum VPI can be tailored to your product, and your packaging and display requirements. It's available in rolls, sheets, envelopes, bags, shrouds and tubes. Your trade-mark and sales message can be easily imprinted on Marvellum VPI. Write today for free samples and informative literature.



THE COMPANY
HOLYOKE, MASSACHUSETTS

Sales Management

THE MAGAZINE OF MARKETING

VOLUME 77

NO. 12

EXECUTIVE OFFICES: 386 Fourth Ave., New York 16, N. Y. LExington 2-1760

November 16, 1956

Part I of Two Parts

In This Issue...

ADVERTISING

Conservative Crane Takes a Fling at Cartoon Ads for Valves

65

They're bright, have high attention value. Object: To stress Crane's place as world's largest manufacturer of valves and fittings. Name to most means bathtubs.

Note to presidents: Are you sure, really sure that promotion for your technical products must be written by engineers for engineers? Have you noticed the volume of non-technical advertising which now supplements bigger technical ad budgets?

MARKETS

Inside Look at the College Market, by Etna M. Kelley

70

The purchasing power is sizable. But beyond immediate sales, business is interested in Joe College and Betty Coed as style-setters and future customers who may influence social and business circles.

Note to research directors: Have you given your managements a current report on potential of college market for your products?

PACKAGING

Wholesalers Unite in Blast: "End Decanters! Use Wraps!" by Grant Jeffery

36

The decanter, a dramatic form of liquor packaging, is now not only a top management concern but a matter for board action. Will the 100-odd decanters be reduced next year by wholesaler opposition?

Note to boards of directors: Is your management taking the lead in using packaging as a tool for selling? Or is it more concerned with plain utility and lowest price without regard to how packaging can produce extra sales?

PRODUCT DESIGN

Grand Slam for Bauer & Black: "Battle Ribbon" Bandages for Kids

49

Mothers, youngsters, doctors all cheer—and buy. Idea: Colored bandages take a child's mind off his "hurt," persuade him to accept treatment and protection.

Note to product managers: Do you have an idea to dramatize one of your firm's standard products? Need help in selling idea? You can tear out easily—because of perforation—pages 49-50 and lay on your boss' desk.

DEPARTMENTS AND SERVICES

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SERVICING THE PRODUCT

Malsbary Reaps Multiple Benefits from New "Service Center" Setup, by Michael K. Dugener, General Sales Manager, Malsbary Manufacturing Co.

Biggest dividend for this maker of steam cleaning machines: Salesmen can now concentrate wholly on creative selling.

56

SALES PROMOTION

How to Get Samples and Sales Aids into the Field on Time, by Alice B. Ecke

Armstrong Cork Co. does it through a "Sample Section" whose staff is charged with assembling, labeling, packaging and shipping 67 tons of materials every month. Costs \$1 million a year.

42

These Eager "Beavers" Collected—from Ronson

Ronson Corp. offered \$5,000 an ounce to shave a bushy beard on a network TV program. Entrants included three ladies.

64

SALES MANAGEMENT

Do Your Men Say, "I Can't Plan, My Schedule Changes Too Often!"? by W. C. Brown, Director of Sales, Hercules Powder Co.

For 10 years the Cleveland Browns were the scourge of professional football. But champions can be toppled, as the Browns have been this fall. Competitive teams learned how to top the champs' performance. Though they lost, the idea of planning has won new, enthusiastic converts.

Note to field sales managers: Want to send a reprint of this article to your men? You can use it as a tool to train your men in better self-management.

31

SHOWROOMS

Kroehler's Ideal Showroom

The last word in a functional, dramatic sales setting: Organized to communicate merchandising ideas the dealer can adapt to his own operation; to present promotional materials to help him re-sell.

52

Buyership in Action!



The 11,648 Advertisers in the 1956 Annual Edition of T.R., 326 more than the previous edition, stand as graphic proof that the exclusive T.R. "buyership" clientele can be reached only thru T.R.

11,648

Advertisers, placed

43,435

Advertisements in
1956 Annual Edition

Your advertising representation in T.R. assures you of coverage of better than 60% of the total Industrial Purchasing Power of the U.S. T.R. clientele insist on T.R. habitually for Purchasing Decision. The record speaks for itself . . .

READERSHIP-ZERO BUYERSHIP-100%



Audit
Bureau
of
Circulations



Associated
Business
Publications



National
Business
Publications



Magazine
Publishers
Association

SALES MANAGEMENT, with which is incorporated PROGRESS, is published the first and third Friday of every month, except in May, September and November when a third issue is published on the tenth of the month. Affiliated with Bill Brothers Publishing Corp. Entered as second class matter May 27, 1942, at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to 386 Fourth Avenue, New York 16, N. Y.

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Copyright, Sales Management, Inc., 1956.



Industrial Ratio Map of the U. S.
Shows area of each state in exact ratio to its industrial value. M.P.A. covers the "Heart" exclusively!

in the BOOMING 100-BILLION-DOLLAR MIDWEST INDUSTRIAL MARKET!

Here's your entree to BIG BUSINESS—in the World's Richest Concentration of Industrial Buying Power! Here's how to get "inside" where the real buying is done—where the orders are issued. M.P.A. does it for you like nothing else can! It's the P.A.'s own magazine, "must" reading for all members of the powerful, P.A. Associations in the "Heart of Industrial America"—100% "buyer" coverage every month.

Your ad in M.P.A. is the perfect introduction for your representatives. They'll report more sales: "The buyer saw our ad in M.P.A.—needs our products and services—closed a deal!" That's why so many "national" advertisers have made M.P.A. a "regular" in their choice of media. They're getting value, and they're staying with it. Try an ad series of your own, and you'll do the same!

A few of the "national" advertisers who use over 50% of the space:

Alcoa
J. S. Steel
J. & L.
Ryerson
Bethlehem
Columbia
McLouth
Assoc. Spring

Wickwire-Spencer
Roebbing's
Babcock & Wilcox
Tube Turns
Chase Brass
Bridgeport
Scovill Brass
American Brass

Nat'l Screw
Torrington
Standard Oil
Cities Service
American Box
Robt. Gair
Ohio Injector
Blaw-Knox

Write for
Roster Issue
(Containing
P. A. list)
on your
letterhead



6th Floor, Penton Bldg.
Cleveland 13, Ohio

Sales Management

EXECUTIVE OFFICES, 386 Fourth Avenue
New York 16, N. Y. LExington 2-1760

EDITORIAL

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Assistant Director, Edward S. Hoffman

Subscription Manager, C. V. Kohl
U. S. and Canada: \$10 a year
Foreign: \$15

ADVERTISING SALES

For Offices and Personnel

See Advertisers' Index

(two pages preceding back cover)

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Treasurer, Ralph L. Wilson

Senior Vice-Presidents, C. E. Lovejoy, Jr.,
W. E. Dunsby, R. E. Smallwood and Wm.
McClenaghan

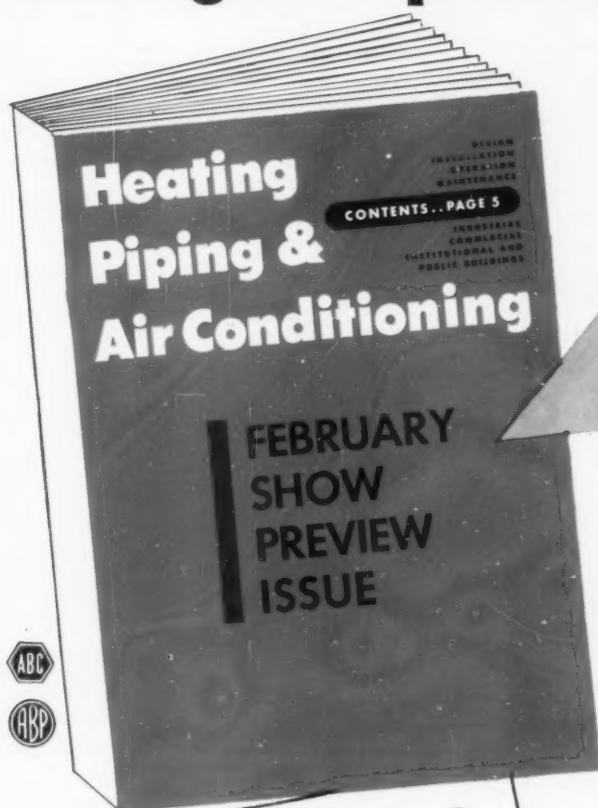
Bill Brothers Publications in MARKETING
(in addition to Sales Management): Sales

Meetings, Tide, Premium
Practice, INDUSTRIAL: Rub-
ber World, Plastics Technol-
ogy. MERCHANDISING: Fast
Food, Floor Covering Profits,
Grocer-Graphic, Tires and Yankee Grocer.



SALES MANAGEMENT

Make the most of your Chicago Exposition investment



**Merchandise your
exhibit plans in this
Preview Number**

Look at it this way. Considerable dollars and hours will go into your display at the 13th International Heating and Air-Conditioning Exposition, February 25-March 1, Chicago.

See that each of those dollars, each of those hours pays off handsomely. Play up your plans in the February Show Preview Issue of Heating, Piping & Air Conditioning. An unusual opportunity at regular space rates. Nowhere else such a thorough report in advance!

HP&AC readers — the engineers and contractors who purchase-control the industrial-large building market — will find in this issue a listing of all exhibitors and their products, a guide to the many displays, complete programs of the meetings.

An additional service: HP&AC will include a handy tear-out "Be Sure to See" map-type card to guide readers to the exhibits they read about in the Show Issue!

Each Show a growing number of exhibitors take advantage of HP&AC's trilling-cost way to merchandise their plans, to quicken interest in their displays. Will you be among them? Closing date: January 10.

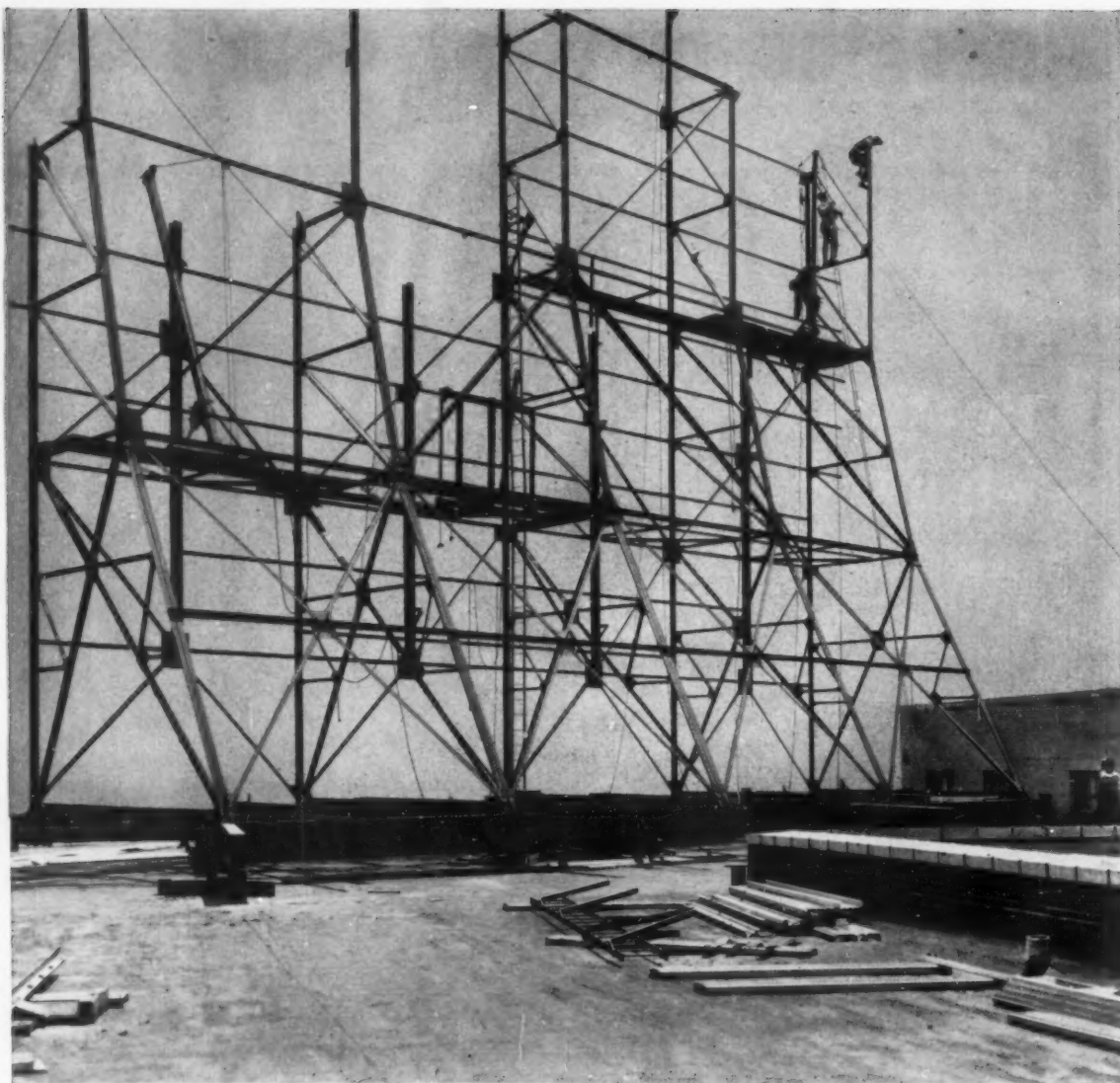
Not exhibiting?

... then all the more reason to have your product line on display in the pages of the February HP&AC. Let this outstanding issue help you set the stage for better sales results throughout 1957.

Heating, Piping & Air Conditioning

KEENEY PUBLISHING CO. AIR CONDITIONING HEADQUARTERS

6 N. Michigan, Chicago



We know how to light up the sky!

When General Outdoor Advertising lights up the sky for you, you can depend on "spectacular" success.

That's because GOA men know *how* to light up the sky. They are spectacular *specialists*—whether they work on the drawing board, the steel skeleton, or screw in the last light bulb. They know how to use color, action, massive size to deliver your selling message, or keep your name in the public eye.

And GOA gives you more than good design, skilled workmanship. In more than 1300 GOA markets, you can be sure of choice locations, audited circulation, and superior service.

Let us put "spectacular" sales power to work for you. Call your local GOA office or write us in Chicago.



General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

EDITORIALS

Now It's An Upstairs Decision

In the eyes of the wholesalers who distribute practically all of the liquor sold in the U. S., the wine and spirits industry has gone overboard on decanters. If distillers, in planning for 1957, heed their wholesalers' plea, there could be a revolution in liquor packaging as dramatic as the rise in the number of decanters to some 100 on the market this fall.

We won't argue the merits of the differences between 600 wine and spirit wholesalers and the 265 liquor concerns. But one fact is now clearly established: The liquor package is something which not only concerns a company's top management, but also its board of directors because of its impact on a company's trade and consumer relations.

For years, liquor bottles were more or less standard, the bottle itself was merely a convenient, economical way to transport the liquor from the distillery to the consumer's hands. Then four years ago Schenley brought out its Reserve, at that time the second most popular liquor brand in terms of sales, in a decanter and sold it at the regular bottle price. Now every major distiller, including reluctant Hiram Walker, is offering a decanter; in fact, Schenley has 27 separate decanters this year! So, all of a sudden, a bottle became not just a bottle to be bought cheaply, but a prime means of attracting new users, and holding existing sales against the lures of competitors' bottles.

While wholesalers, through their boards of directors, have unanimously gone on record in declaring that the decanter has served its merchandising usefulness, wholesalers are quite sensitive to the value of packaging as an important tool of selling. So they have come out in favor of some form of wrapping, but of a conventional bottle.

The wholesalers' action is music to the ears of Ross Corbit, president, Hiram Walker, Inc., who for the second year, is offering regular bottles wrapped in foil cartons, and prewrapped this year with a hand-tied bow. The importance now attached to packaging decisions is pointed up by the fact that Samuel Bronfman, president, Distillers Corp.-Seagrams, Ltd., the largest seller of liquor in the U. S., must personally approve each package change for brands of his several subsidiaries, including Calvert, Four Roses, Kessler-Gallagher & Burton.

If packaging has not become a top management matter in your company, don't be surprised if it does. Your management can lead the way or you may find that one of your competitors has taken the lead, and it may take you another year to catch up, especially if you have a product which sells in larger volume in one season than it does in another.

He's Gullible on National Brands

Before we tell you who "he" is and why he is gullible, let us tell you how he runs his business. This man's sales today are at the annual rate of \$90 million, compared with \$4 million less than 20 years ago. In 1937 he closed all 220 units. Since then he has opened 183 additional units, but closed 128, and now operates through only 55 units. Further, 82% of his sales come from units that have been opened within the past five years.

"He" operates with an inventory that is 4% of sales. Two percent of this inventory is in his stores, and 2% in the warehouse. He estimates that his competitors, and they are four of the biggest in the country, require 7% to 8% of inventory in sales.

VISUAL AIDS

- Stick - O - Mat Flannel Board
- Alphasetts
- Strip - Stick Board

by
Judy

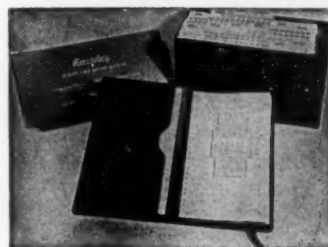
setting
the
visual-
manipulative
trend

Write for Catalog Today!

THE JUDY COMPANY

310 N. Second St., Minneapolis 1, Minn.

HELP Your Salesmen Sell More



Give Your Salesmen A BETTER
MEMORY For Christmas —
MORE SALES For 1957

Recorday helps them:

- Organize their time
- Keep appointments • Keep promises
- Work effectively • Follow through
- Remember details • Sell more

A complete 12-Month Memo System and Work Organizer With Leather Pocket Case—Designed Especially For Salesmen.

Used By Many Leading Companies.

Send Today for complete 12 month unit on approval, complete details and quantity prices. Satisfaction unconditionally guaranteed.

Recorday Co.

Dept. S

69 Harvey St. Cambridge 40, Mass.

Please send the following Complete Recorday Units On Approval:

..... With Deluxe Brown Case \$8.50
..... With Brown Pin Seal \$6.50

Name Title

Company

Address

City State

ONLY AMERICAN AIRFREIGHT OFFERS



**AIRFREIGHT COSTS LESS
than you think.** A typical
100 lb. airfreight shipment costs
only \$7.50 from New York to Chi-
cago—\$18.80 from Chicago to San
Francisco.

Sales managers who use airfreight to compete in new markets and better serve existing customers specify American Airfreight for these reasons:

COVERAGE

Only American offers you the extra speed of direct one-carrier service to all ten leading retail markets...more than two-thirds of the top thirty...all twenty-three leading industrial areas, in the United States.

CAPACITY

American has space for your shipment where and when it's needed most. A combined daily lift potential of over a half million pounds gives American the greatest cargo capacity of any airline.

SALES MANAGERS ALL THESE BENEFITS



FREQUENCY

Shipments get faster forwarding...spend less time in terminals with American's greater frequency of schedules. Over 1000 departures daily offer more service to more cities than any other air carrier.

DEPENDABILITY

First with scheduled airfreight, American today has the largest, most experienced personnel force...most modern handling facilities. Is better able to solve shipping problems...provide dependable on-time deliveries.

AMERICAN AIRLINES AIRFREIGHT

—carries more cargo than any other airline in the world



Have parka. Will travel.

These steely eyed and rather grim-faced gentlemen are—so help us—advertising men. Wearing their customary clean shaves and single-breasted suits, they would instantly be recognized by their fellows at Campbell-Ewald's Detroit office as (left to right) a TV copy supervisor, an assistant account executive and an account executive.

What's with the beards, boots and the "Yukon Rose"? Be assured that all are real. The intrepid travelers in our picture did, indeed, journey to the far reaches of the Land of the Midnight Sun.

The whole thing started when someone at Campbell-Ewald suggested that Chevrolet run a fleet of their new 1957 trucks, round the clock, up the Alcan Highway. What better way to demonstrate truck stamina and performance? What better way to dramatize these qualities in Chevrolet truck advertising?

Chevrolet liked the idea. Our three friends bought tickets on a northbound plane. They helped plan and execute what must surely be one of the most unusual product tests ever attempted. They traveled from Dawson Creek, B.C., to Fairbanks, Alaska, with the trucks. They wrote detailed reports, directed motion picture and "still" coverage—even kept the truck drivers supplied with hot coffee and sandwiches on the trip.

Just goes to show that Campbell-Ewald people will go a long way to produce the kind of advertising that produces sales. Oh yes, we've a full supply of pith helmets as well as parkas in our storeroom.

CAMPBELL-EWALD Advertising

Detroit • New York • Chicago • Los Angeles
Hollywood • San Francisco • Washington • Denver
Atlanta • Dallas • Kansas City • Cincinnati

Bob Woodburn, Austin Chaney, Jack Thornhill

Now turn to page 36 for the report, "Wholesalers Unite in Blast: End Decanters! Use Wraps!"

The "he" is L. B. Smith, president, Thorofare Markets, Inc., Pittsburgh.

Mr. Smith unfolded these fascinating inside figures for the benefit of members of the Association of National Advertisers. Obviously he was doing an outstanding job of presenting "The Case for National Brands from the Retailer Point of View."

Mr. Smith told ANA, "I wish I could take the credit for our accomplishments by modestly admitting that we're *smart*—but honesty forbids. Rather, and I sincerely believe this, our success at Thorofare is because we are *gullible*—gullible enough to *believe* the gospel that you national brands have been preaching, and actually adopt it as the operational philosophy of our business. If the marketing of a single national brand is sound, we reasoned—then why not build a retail business with brand names *exclusively*—and that is exactly what we have done at Thorofare."

Mr. Smith points out that Thorofare intends to do \$4 per square foot in sales per week, and that his turnover is 26.3 times a year. He says that his net profit is high and stockholders are happy.

Says Mr. Smith: "If an operator is out to build his store traffic—to attract new patronage to *his* store by out-promoting and out-merchandising his competitor—he has no choice but to fight it out with merchandise that has a known, established value in the minds of the prospective customers he is trying to attract—and that means national brands."

Mr. Smith is conscious of the mediums which help to establish national brands: "I personally get a tremendous lift in looking over a newsstand and realizing that practically every magazine and newspaper in the rack carries advertising on merchandise that we handle in Thorofare Markets. I feel the same way when I tune in my television, turn on the radio, or take a swing past the billboards on a busy thoroughfare."

Is there any national brand manager who would not like to do business with the gullible Mr. Smith?

That Pie in the Sky Speech

Agitation for the four-day work week is bound to increase. Conservatives will find it increasingly difficult to argue that four days at work and three days off is not a logical goal for America.

Vice-President Nixon, in a speech at the Colorado Springs High School on September 22, said he foresaw the four-day week in the "not too distant future." Interestingly enough, the response from labor leaders was qualified agreement, which may have surprised people accustomed to terming labor as radical.

The very diet of statistics on new highs in production, in jobs, in wages, is bound to increase the restlessness of people with the status quo. It is a rare speaker who does not treat the current figure on gross national product as familiar as an old shoe. So it is logical that the more business talks about prosperity the more people will press for the benefits of that prosperity.



announces
a record-breaking
DECEMBER ISSUE
climaxing

THE BIGGEST YEAR IN PARENTS' HISTORY!

1956 Advertising
Revenue
\$5,934,416
10% GAIN over 1955!

PIN-ONS FOR PROFIT HAWAIIAN WOODROSES



Here's a new exciting giveaway or premium to captivate women everywhere. A real flower preserved by nature to last forever. Women love the exquisite beauty of the HAWAIIAN

WOODROSE corsage. Complete with colorful ribbon bow ready to pin on! Perfect for special sales events, special days, to introduce new products, new models, etc. It's a low cost high prestige idea. Order a 100 or thousands. Guaranteed Delivery.

Send for price lists and illustrated catalogue
Dept. SM 116

Flowers of Hawaii - H. C. Krueger
670 S. Lafayette Pl., Pt., Los Angeles 37, Cal.



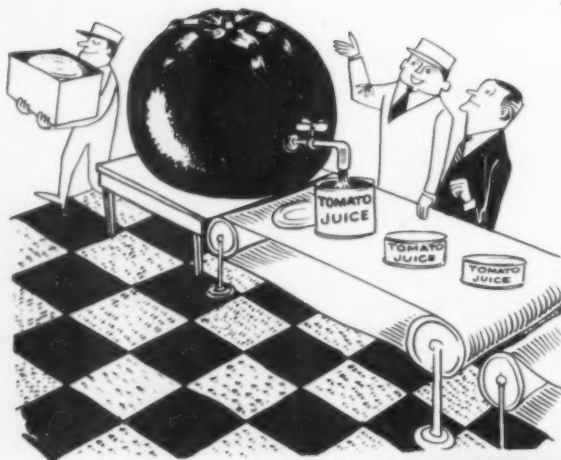
*"What do you mean
I'm in touch with Toledo daily?"*

Whenever you use anything made of glass, it's almost a certainty you're in touch with Toledo, *glass capital of the world*. And in addition to glass manufacturing, Toledo is listed among the leaders in 11 of the 19 industrial classifications.

Along with Toledo, WSPD-TV gives you 22 other counties for complete saturation of the Northwestern Ohio *billion dollar market*! Call Katz!

A STORER STATION
WSPD-TV
TOLEDO, OHIO

"This is the size we use for the Growing Greensboro Market"

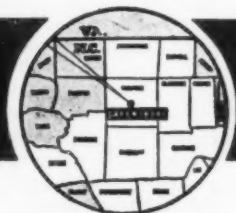


As good for consumers as a daily glass of vitamin-filled tomato juice, the News and Record is a healthy medium for advertisers too! Put pep and energy in your sales program with a schedule in the newspaper that reaches over 400,000 readers daily (over 100,000 circulation) in this rich, diversified market. Our 12-county ABC Retail Trading Area has 1/6 of North Carolina's 4.3 million population, with 1/5 of the \$3 billion annual retail sales.

The only medium with dominant coverage in the Growing Greensboro ABC Market, and with selling influence in over half of North Carolina!

*Greensboro
News and Record*

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.



Sales Management Figures

LETTERS TO THE EDITORS

Piracy Charge Is Levelled at Sales Management

"perforated pilferage"

EDITOR, SALES MANAGEMENT:

As a sometime advertiser and a long-time reader of SALES MANAGEMENT, I accuse you of advocating piracy on the high seas of business.

It's a case of perforated pilferage. My reference library contains several complete volumes of your fine publication but, since you started perforating pages, my pass-along readers have reduced many issues to mere shells.

This places me in a very difficult position. Having occasionally "pulled a page" for my personal files, I don't feel justified in hanging anyone else from the yardarm.

So, I am placing the guilt at your doorstep (or hatchway) with the hope that you continue to ship the high quality editorial material that inspires our devoted collectors.

Robert H. Gray

Director of Marketing
Potomac Iron Works, Inc.
Hyattsville, Md.

Hood's "Meat" Other Men's Panacea

EDITOR, SALES MANAGEMENT:

A number of us in our organization who are responsible for the marketing and distributing of woodwork products were very much impressed with the article by Arthur A. Hood, editor, *American Lumberman and Building Products Merchandiser* ("Retail Salespeople: Hopelessly Indifferent? Need Help?," Sept. 21, p. 117).

We think it deals with factors that other people are unaware are so essential in the selling aspect of our business. We particularly like the approach of this article in making a study and survey indicating how salespeople are really deeply concerned with improving themselves and our need of help.

I have known Arthur Hood over many years and have the utmost regard for his capacity and ability and knowledge of sales and sales problems, and in this article he certainly has dealt with some of the meat of our problems in our industry. We are referring this article to the manage-

ment of our branch warehouses throughout the Middle West with the thought that they will use it in connection with their dealer meetings.

Rober M. Bodkin

Director, Jobbing Plants Division
Carr, Adams & Collier Co.
Dubuque, Ia.

Food for Lecture

... Rarely does a magazine have the "super-vision" to allow an editor of another trade magazine to contribute articles.

Therefore you are to be congratulated on your constructive thinking because the article by Arthur A. Hood is packed full of good information on how to approach retail salespeople.

I plan to use the seven points in a lecture I will give to retail salespeople... at the University of British Columbia, Vancouver, B. C. Thank you for the timely article. Hope you can get more of this type from Mr. Hood.

Ralph E. Yoder

Regional Director
Structural Clay Products Institute
Seattle, Wash.

Diet for Field Men

... The article by Art Hood has a lot of meat in it. I'd like to reprint this by offset and send it to our field sales force.

Richard J. Brown

Sales Promotion Manager
United States Plywood Corp.
New York, N. Y.

Guide to Businesses

EDITOR, SALES MANAGEMENT:

In public relations, we find much of the material from SALES MANAGEMENT informative and useful.

Your article "29 Ways to Wreck a Press Conference" (Oct. 5, p. 31) is very helpful. Its accurate and fundamental information should be a

(continued on page 17)

Magnetic Tape in Business

BY PAUL JANSEN, SALES MANAGER

OVER THE WAVES.

"SCOTCH" Magnetic Tapes are crossing the Pacific carrying business correspondence for a West Coast Company. An



American-Japanese import and export firm, the organization handles much of its inter-office transactions via "SCOTCH" Brand Magnetic Tape—mailing the lightweight reels between offices in this country and Japan. Tape reels cost just pennies to send, require no special wrapping and offer a permanent record of business transactions.

EVER HEARD YOURSELF TALK? *Errors in enunciation, minor flaws in speech and grammar sometimes mar the delivery of businessmen. That's why more and more men use magnetic tape recordings to evaluate their voices. By making recordings of their talks, then listening critically to playback, businessmen can hear—and eliminate—errors in their own speech. They can establish clarity and conviction in their addresses. Such tape recorded vocal checks, made on a regular basis, go a long way to improving the businessman's effectiveness.*



50% MORE RECORDING TAPE. That's what you get on every reel of new "SCOTCH" Brand

Extra Play Magnetic Tape 190. Made with a completely new, super-sensitive and thinner magnetic coating, Extra Play Tape offers half again as much recording time on a standard-size reel, with increased frequency responses as well. With 50% more tape on each reel (and therefore 50% more recording time), new Extra Play Tape is ideal for recording longer business conferences, sales meetings, product demonstrations and speeches. Ask for it at your dealer's today!

WHAT'S ON YOUR MIND? *Do you have any questions about how to use magnetic tape in the office? We'll try to answer them if we can. Just drop a line to Business Division, Minnesota Mining and Manufacturing Company, 900 Fauquier Avenue, St. Paul 6, Minnesota, Dept. FV-116.*

The term "Scotch" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 16, N.Y. © 3M Co., 1956.

ANOTHER CASE HISTORY . . .

How to sell a new idea to management men

An essential magazine

Essential to more and more readers

Essential to more and more advertisers

For complete booklet on the experience of MUZAK CORPORATION in selling its services to business and industry, ask our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other offices in Boston, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles and Washington.



America's

NOW MORE THAN 850,000 NET PAID CIRC

... a market not duplicated by any other magazine in the field

Muzak

CORPORATION • 335 FOURTH AVENUE, NEW YORK 5, N.Y. • CROHARD 4500

THE STANDARD MUSIC SERVICE

August 29, 1958

Mr. Harold L. Dehls
Advertising Director
"U.S. News & World Report"
40 Rockefeller Plaza
New York 20, New York

Dear Mr. Dehls:

We are pleased and excited with the results from our first advertisement in "U.S. News & World Report" on March 5. We thought you should share these feelings with us. Here is how "U.S. News & World Report" produced for us.

1. Of the three magazines and one daily newspaper which carried this message, "U.S. News & World Report" is first in number of inquiries.


2. "U.S. News & World Report" is tops in quality of inquiries. We judge quality on two counts: The title of the person signing the inquiry, and the number of persons the company employs.

3. "U.S. News & World Report" was first in conversion. Several contracts have already been signed as a result of THESE inquiries, the first with a major division of a large insurance company two weeks after the ad appeared. Other inquiries are now in the contract signing stage.

4. "U.S. News & World Report" has long life. From this one advertisement, we received returns in MAYEN, April, May, June and July.

Of course, we would be remiss if we did not fully credit our advertising agency, Schwab & Beatty, for the fine job they did on the advertisement itself and in their choice of media. The results make clear that "U.S. News & World Report" has the attention of the important management men we want, men who read the advertising, and most important, take action.

Very sincerely,


Edward Hochhauser, Jr.
Vice President and
Director of Merchandising

Copies to: Mr. Victor O. Schwab
Mr. Herman Dapch

Standard Music Co. N.Y. 100

With 20 years of experience, MUZAK* continues to pioneer in putting music to work for business. MUZAK is now a nationwide business—planning, producing and delivering music with a business purpose to over 41 million people every working day of the year.

*MUZAK—Reg. U. S. Pat. Off.

In his August 29 letter, Edward Hochhauser, Jr., Vice President and Director of Merchandising for MUZAK, tells how MUZAK's advertising in "U.S. News & World Report" produced:

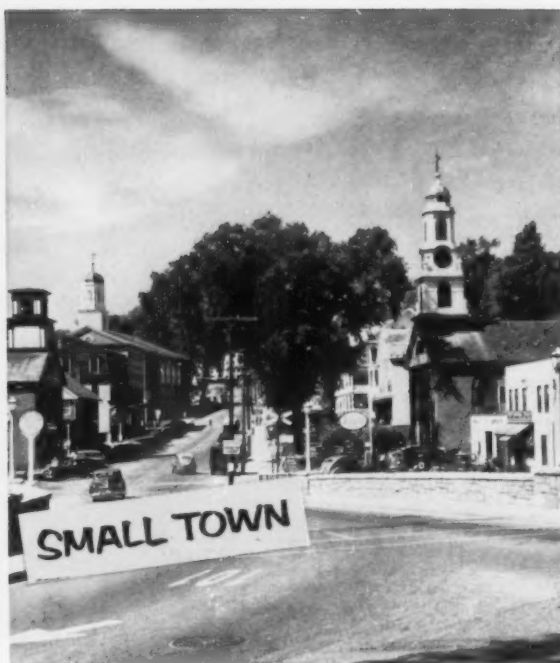
"...the most inquiries
"...the top quality inquiries
"...excellent sales results
"...and long life."

Other "results" stories duplicate the MUZAK experience many times. All make the same point: to register with the big, active and responsive managerial market in the U. S. today, advertise in "U.S. News & World Report."

Class News Magazine

ULATION





Wherever you sell your products, Trade Mark Service supports your authorized dealers

WHAT'S YOUR DISTRIBUTION PATTERN?

National... regional... big city... small town. With Trade Mark Service in the Yellow Pages you can serve them *all* — effectively.

You buy the service in *only* those places you want included. There's no wasted circulation... no overlapping circulation. No other single tie-in medium offers such complete coverage with so much flexibility of coverage.

With Trade Mark Service you tell prospects where to buy your product in their town... you give them the name, address and telephone number of your local dealers... *you make it easy for them to buy.*

Get all the facts on Trade Mark Service in telephone directories today! For full information contact your Trade Mark Service representative at your local telephone business office.



Displaying this emblem in your advertising means more sales for your dealers.

LETTERS

guide to all businesses for which press contacts are important.

Our compliments to you for such an excellent article. We are calling it to the attention of all of our clients.

Earl C. Donegan, Jr.

President
Woods, Donegan & Co., Inc.
New York, N. Y.

Better Press Relations

... I enjoyed the article entitled "29 Ways to Wreck a Press Conference." You people did a masterful job of presenting the subject, and I am sure that this article will do a lot of good in improving the mutual relations between the press and manufacturers.

J. W. Parshall

Executive Editor
Building Supply News
Chicago, Ill.

"tendency to stay home"

EDITOR, SALES MANAGEMENT:

We have been giving our traveling salesmen so much per week drawing account to apply against their commission. The amount is supposed to take care of all of their traveling expenses including their car. We find that some of the salesmen, particularly those in the lower income bracket, have a tendency to stay home figuring that they are saving money out of their drawing account.

I understand that some companies give their men a drawing account plus an advertising allowance of so much per day to take care of their hotel, meals, car, etc. They only give them this allowance on the days that they travel.

If you have any information pertaining to how other companies are paying their salesmen to overcome the same problem that we have, we would appreciate your sending it to us.

J. W. Whaley

Crawford Manufacturing Co., Inc.
Richmond, Va.

► We suggest these SALES MANAGEMENT reprints: "Cost of Keeping

(continued on page 21)

NOVEMBER 16, 1956

PERFECT *packing* for PERFECT *shipping*



In long-distance moving, anything that requires packing should be properly packed. And that doesn't mean just wrapping it in newspaper and stuffing it into a box or barrel. When packed by United's experts, even the most fragile goods travel safely because they are safely packed—in safe containers. This is a service your personnel will appreciate when they have to move. See Yellow Pages of Phone Book for nearest United Agent.



United VAN LINES, INC.

PRE-PLANNED MOVING IN "Sanitized" VANS

UNITED VAN LINES (CANADA) LTD.

WHY YOUR ADVERTISING SHOULD REACH PURCHASING AGENTS

because As industry places more and more emphasis on the purchasing function, the purchasing agent becomes increasingly important in buying, and therefore in your selling effort.

He is the one executive your salesmen call on most.

He is the one man always in the buying decision (and remember, he can't buy your product unless he knows about it).

More and more the purchasing agent is making his department into a clearing house for ideas...which means he's wide open for any new ideas or approaches you can suggest in your advertising.



WHY YOUR ADVERTISING REACHES THEM BETTER THROUGH PURCHASING MAGAZINE

because PURCHASING is the one national magazine edited to the exact requirements of the industrial purchasing agent. Its exclusive editorial service covers the basic areas essential to modern purchasing — materials, products, processes and equipment, systems, methods, records, policies, ethics, legal, economic, price trends.

In the most extensive readership survey ever made, covering 983 industrial publications, PURCHASING Magazine was voted "most useful." Many other independent readership studies confirm this outstanding position.

PURCHASING's continuing company-by-company Buying Pattern Study assures you of the greatest available coverage of purchasing agents in all important industrial plants. Circulation as of February 1957 will be 25,000.



tell your story
to purchasing agents...
through the pages of

PURCHASING

MAGAZINE **NBP** **BPA**

205 East 42nd Street
New York 17, N. Y.

a Conover-Mast Publication

WELCOME 50,000 NEW READER FAMILIES



**Journal-American Average Daily Circulation
for Six Months Ended September 30 Soars to**

703,449

as more and more people swing to New York's most widely read evening newspaper

When New York families, in ever increasing numbers, show a consistent preference for one home-going newspaper, there is a simple explanation. That paper is keeping pace with the public's changing reading tastes.

More and more families are now showing that preference for the Journal-American. 50,000 NEW families joined the huge daily Journal-American audience during the past six months—more people than the entire population of New Haven, Conn.

Early this year, these new families spotted the Journal-American's expansions and improvements and liked what they saw. They are enjoying the new columns and other sparkling features added during recent months.

This growing preference for the Journal-American means an ever-increasing impact for advertisers throughout the world's greatest market . . . digging deeper and deeper in areas where New York advertising pays off best.

SUNDAY CIRCULATION--882,925

A gain of 27,078 families over the same period in 1955.

Journal NEW YORK American

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. OFFICES IN 15 PRINCIPAL CITIES

Circulation figures for the six months period ended Sept. 30, 1956
as filed with the Audit Bureau of Circulation subject to audit

LETTERS

Salesmen in the Field," Reprint No. 273, 50 cents; "Ten Articles on Salesmen's Compensation," Reprint No. 249, \$1. Write to Readers' Service Bureau, SALES MANAGEMENT, 386 Fourth Ave., New York 16, N. Y.

Farrell Made It

EDITOR, SALES MANAGEMENT:

The Sales Executives Club of Los Angeles is sponsoring a Sales Clinic Oct. 22, 23 and 24. Based on past performance, we anticipate approximately 1,000 salesmen to be in attendance. The theme for the sales clinic is "Bigger Earnings Through Better Selling."

We plan on having a packet to hand out to each salesman.

We would like very much to include some practical sales stimulants which are published by your company.

One particular piece of literature we have in mind was a reprint from *Purchasing* magazine entitled "Salesman's Stake in Cost Reduction" by Paul V. Farrell which appeared in your March 1, 1956 issue.

Your cooperation will be appreciated by all the members of our club.

Jerry Kaufhold

President

Sales Executives Club of Los Angeles
Los Angeles, Cal.

No Different—Even in Denim

EDITOR, SALES MANAGEMENT:

I don't know what the story of us, published in your magazine ("Denim Council Promotes 'Workingest Family'—in Denim," Sept. 21, p. 130) has done for the Denim Council of America, but I have just seen the picture and read the story and we were so happy and proud to see it. We are just an average American family, never dreamed such an honor would be bestowed on us, as I am not any different than any other woman (or any other family). We enter all kinds of contests and never won anything before so all this is real inspiring and unbelievable and we just want to say "thank you" and "God bless you" for making us a little happier for what you have done for us, and what you are doing for others.

Mr. and Mrs. R. E. Bourque
and Twins

"The Denim Family of 1956"
Manchester, N. H.

NOVEMBER 16, 1956



COPYRIGHT 1956, NAVL

New Furnishings get the same gentle handling as NORTH AMERICAN "Wife-Approved" Moves!

You save time and money every time you ship new *uncrated* furniture—as well as furnishings, fixtures or equipment—to dealer or user via North American-Creston Padded Van.

This superior handling gives your products all the safety and prompt delivery of a North American "Wife-Approved" household goods move. Creston know-how plus NAVL resources guarantee prompt, economical transportation, always!

NAVL "FOLLOW-THRU" SERVICE

North American has agents in more cities than any other van line—hence can "follow-thru" on shipments anywhere. NAVL-Creston rates are competitive. Ask your local NAVL agent for details or send for name of nearest agent.



NORTH AMERICAN VAN LINES, INC.

World Headquarters: Fort Wayne 1, Indiana
North American Van Lines Canada, Ltd. • Toronto

INDUSTRIAL MOVING SERVICES: Quick, safe handling of Company-Paid Personnel Moves; Exhibit Displays; High-Value Products; New Furniture; Office Equipment. See your NAVL Agent.

WORLD-WIDE MOVING: LAND, SEA, AIR



Pressurized-can shaving creams gain favor fast with Iowa men

Still a relatively new product, pressurized-can shaving cream is already in use by a third of Iowa men. The average percent of use in a national 21 market consolidated consumer analysis study is only 19.9. This willingness to *try* and ready acceptance of a new type of product or a new brand is characteristic of Iowans. It shows up frequently in the 1956 Iowa Brand Inventory. And, Iowa farm folk are no different than their neighbors in Iowa's booming cities—both are eager to 'give it a try'. Among men in Iowa cities and towns 33.3% use pressurized shaving cream; 32.4% of Iowa farmers use it.

Further evidence that in Iowa today farm and urban families tend to live

alike, buy alike, respond alike to advertising stimuli. Together they constitute a single large, monied market—2½ million people who earn 4¼ billion a year from farm and factory.

The newspaper read by 2 out of 3 families in this market... the newspaper that reaches 70.6% of all the men in Iowa with word about products like pressurized shaving cream—is the Des Moines Sunday Register. It covers the entire state of Iowa better than most metropolitan newspapers cover their city of publication.

Your free copy—1956 Iowa Brand Inventory—is available on request. It shows percent of use by product and brand of 171 different products from

deodorant to detergent, toothpaste to television sets, from 1950 to 1956—broken down by city-town and rural. Write on your company letterhead to Research Department, Des Moines Register and Tribune, Des Moines 4, Iowa.

DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President
Circulation: Daily 364,744—Sunday 525,147
Represented by: Scolaro, Meeker and Scott
New York, Chicago,
Detroit, Philadelphia
Doyle and Hawley
Los Angeles, San Francisco

SALES MANAGEMENT

WORTH WRITING FOR...

Corporate Advertising

Can it set up a favorable climate for your selling by bringing your company name to the attention of the people whom you sell? A flip-card style booklet designed by Monsanto Chemical Co. dramatizes how the favorable "sales climate" created by the company's corporate advertising program helps salesmen in their contacts. It is illustrated in two colors, with sales representative "Joe Quota" as the star of a cast which demonstrates how corporate advertising paves the way for salesmen with purchasing agents and the general public. Other characters illustrated in the copy theme are Joe's family, neighbor, barber, target company receptionist and purchasing agent. Ninety-eight percent of Monsanto's sales representatives reported that customers have favorably mentioned the company's corporate campaign, in which *Life* magazine is the dominant medium. For a copy of "Sales Climate?" write to H. C. Holmes, Manager of Corporate Advertising, Monsanto Chemical Co., 1700 S. Second St., St. Louis 4, Mo.

Why Become a Salesman?

What does a selling career offer the college student? Are there some misconceptions held rather widely by instructors and students alike? Just why should a senior consider becoming a salesman? C. A. Kirkpatrick, professor of marketing, School of Business Administration, University of North Carolina, answers these questions and discusses the most important features of a selling career: opportunity for promotion and where it leads; dollar and psychic income; security; respect; the challenge of selling. A copy of "Selling As a Career" may be obtained by writing to Bowman Gray, Vice-President, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Spring Retail Sales

Department and specialty stores will average 3% ahead in volume for the first six months of 1957, according to Amos Parrish, management counsel to retailers and manufacturers. He predicts, however, that exceptional stores will gain 5% to 8%, or more, while some stores will break even or fall below their spring 1956

figures. He advises retailers to plan now to make spring 1957 the biggest in history—"positive planning, realistic in its goals, that makes everybody stretch for new selling records with determination to get a larger share of the market than most department stores have been getting . . . Today nearly 17 million families in the United States have \$5,000 and more to spend a year, after paying taxes. That's nearly 5 million more families in this group than in 1950. And next spring more than 500,000 more such families will be added to the market . . . Before this next spring season is over there will be 170 million people here. This calls for a new look at how much more can be sold next spring than the 3% increase the average store will get. For your copy of "How Good Can Spring 1957 Be for You?" write to Amos Parrish, President, Amos Parrish & Co., Inc., 500 Fifth Ave., New York 36, N. Y.

Alcoholic Beverage Market

This is the fourth of a continuing report of alcoholic brand preferences in the urban Negro markets. It provides data for comparison with total brand standings in major markets and the preferences for those brands in Negro communities of the same cities. Proprietors or managers of retail outlets with predominant Negro patronage were interviewed. The sample includes 249 package stores, 27 drug stores, 274 bars, 38 delicatessens and grocery stores, 5 restaurants, 19 unclassified outlets—private clubs, state stores, etc., in New York, Philadelphia, Baltimore, Washington, D. C., Atlanta, Cleveland, Detroit, Chicago, St. Louis, New Orleans, Los Angeles and Houston. Locations in high, medium and low income areas were included. For the complete report, "Urban Negro Market for Liquors, Wines, Beers," write to John H. Johnson, Johnson Publishing Co., Inc., 1820 S. Michigan Ave., Chicago 16, N. Y.

Television Viewing

After a peak last year, viewing has settled down to the 1954 level, with the average American spending a little over 11 hours before his TV set weekday evenings. This is revealed in the ninth annual Videotown survey conducted by Cunningham & Walsh, Inc. It is predicted that as TV families become more mature

It's 2 to 1..

in fast-service
eating places,
twice-the-turnover
per seat means...

**MORE Meals
MORE Sales
MORE Profits**

NO MATTER WHAT YOU CALL THEM

Coffee Shops
Confectionery Stores
Counter Restaurants
Department Stores
Diners
Drive-Ins
Drug Stores
Fountains
Industrial Cafeterias
Luncheonettes
Sandwich Shops
Variety Stores

NO MATTER WHERE YOU FIND THEM

Airports
Bus Terminals
Railroad Stations
Main Streets
Main Highways
In Industry

THEY ALL HAVE

ONE THING IN COMMON—

FAST SERVICE

To effectively reach this
specialized market specify
FAST FOOD
for an advertising schedule

FAST FOOD

the magazine serving counter
and fountain restaurants

**386 FOURTH AVE.
NEW YORK 16, N. Y.**



action in



*The monthly magazine which carries
the most pages of insurance advertising is*

There's good reason why Nation's Business publishes more pages of insurance advertising than any other monthly magazine, business or general. Insurance advertisers continue to report that their Nation's Business campaigns are highly successful.

Quotation: "Our advertising in Nation's Business has opened the door for our salesmen, made people interested in doing business with us . . . reduced sales effort . . . made sales easier to close." Another: ". . . we advertise in Nation's Business because we can't afford not to." Still another: "We feel that in Nation's Business we are

reaching the exact market to which our message is addressed."

Virtually every reader of Nation's Business is a prime prospect for all kinds of insurance . . . covering his business, himself and his family, often the community organizations in which he is active. And he is an equally prime prospect for almost any kind of business product or service.

There are 775,000 Nation's Business subscribers, of whom 550,000 are the men who actually *own* American business — the owners, partners and presidents of manu-



business

INSURANCE ADVERTISERS...1956

American Credit Indemnity Company	<i>VanSant, Dugdale & Co., Inc.</i>
Blue Cross Commission	<i>J. Walter Thompson Co.</i>
Blue Shield Commission	<i>J. Walter Thompson Co.</i>
Commercial Credit Company	<i>VanSant, Dugdale & Co., Inc.</i>
Hardware Mutuals	<i>Roche, Williams & Cleary, Inc.</i>
The Home Insurance Company	<i>Albert Frank-Guenther Law, Inc.</i>
Insurance Company of North America	<i>N. W. Ayer & Son, Inc.</i>
The Mutual Life Insurance Company of New York	<i>Benton & Bowles, Inc.</i>
New York Life Insurance Company	<i>Compton Advertising, Inc.</i>
Pennsylvania Lumbermens Mutual Insurance Co.	<i>Gray & Rogers</i>
The Phoenix Insurance Company	<i>Fairbairn & Co., Inc.</i>
The Travelers Insurance Co.	<i>Young & Rubicam, Inc.</i>

Nation's Business

facturing firms, banks, retail and wholesale establishments — every type of business, nationwide. These are something *more* than "management men," for they actually *control* the purse strings.

Linage in Nation's Business is up 22.6% for the first 10 months of 1956. In increasing numbers, advertisers are becoming aware that it takes a big-circulation magazine to cover the big and expanding business market. In increasing numbers, they are also recognizing that action in business results when you advertise to the men who own American business in Nation's Business.

Nation's Business

775,000 PAID CIRCULATION

Including 75,000 executives of business members of the National Chamber of Commerce and 700,000 other leaders of the American business community who have personal subscriptions.

ADVERTISING HEADQUARTERS:

711 THIRD AVENUE
NEW YORK 17, N.Y.

Washington, Chicago,
Philadelphia, Cleveland, Detroit,
Los Angeles, San Francisco

How big
is **Big**?



Aluminum Co. of America...

is the nation's major producer of aluminum, with capacity of 792,500 tons*—45.6% of the US industry total. But buyers are less concerned with the company's size than with the value it offers.

Mere size is not always a true index of worth and contribution. One instance is a magazine with only 1,300,000 circulation—but reaching 42% of all farms earning \$10,000 or more, and 26% of all commercial farms. The magazine is **SUCCESSFUL FARMING**.

SUCCESSFUL FARMING farmers have big investments in machinery and plant, own more than one-third of the US tractors, almost half of the grain combines, haybalers, milking machines, and have farms large enough to enjoy the advantages of mechanization, average 285.8 acres.

The SF farm subscribers are big producers and big earners. Their average cash income from farming alone was more than \$10,000 in 1955, and has exceeded five figures for several years. They are today's best class market in the US!

SUCCESSFUL FARMING gets an unusual welcome from its readers, merits the highest confidence, based on fifty years of service to better living and better farm business. Every advertiser needs SF for its influence, and to balance national schedules. Ask the nearest SF office for full facts.

*Source: United Business Service, July 23, 1956

MEREDITH PUBLISHING COMPANY, Des Moines...
with offices in New York, Chicago, Detroit, Philadelphia,
Cleveland, Atlanta, San Francisco, and Los Angeles.



they will be more selective (began in 1954). The decrease in viewing since 1955 has been general, regardless of sex, age and length of TV ownership. Weekday movie-going in 1956 dropped to the level of early television years, reversing a two-year upward movement. Magazine reading weekday evenings dropped below the 1955 level this year. Newspaper reading, never very much affected by TV, has shown slight fluctuations from 1952 to 1956. As TV set saturation increased (91% in May 1956) the number of sets sold each year decreased. Sales now depend on replacement and the newlywed market. Copies of "Videotown No. 9" are available by writing to Gerald Tasker, Vice-President and Director of Research, Cunningham & Walsh, Inc., 260 Madison Ave., New York 16, N. Y.

San Francisco and Bay Area

An economic survey and yearly review. In four parts—San Francisco, Bay Area, Industry Groups, Market Area—it provides data on population characteristics; local and regional population trends; employment; living conditions; building, real estate and taxes; finance; agriculture; mining; manufacturers; world trade; wholesale trade; retail trade and service establishments; San Francisco local and multiple market; northern California market; Western regional market; area and regional markets—resource appraisal in relation to California, and other pertinent information. Copies of "San Francisco and the Bay Area" may be obtained by writing to R. B. Koeber, Manager, Research Department, San Francisco Chamber of Commerce, 333 Pine St., San Francisco, Cal.

Newspaper Research Data

This reference manual lists and describes media, market and consumer research studies. Prepared by the Bureau of Advertising and by individual newspapers throughout the country, it includes individual presentations based on special studies; national advertising case histories; aid in planning local marketing action in conjunction with national newspaper campaigns; research library; services to retail chains, department store groups, and buying offices. It covers newspapers and markets of all sizes. For a copy of "Newspapers at Your Service," write to Samuel Rovner, Public Relations Manager, Bureau of Advertising, 570 Lexington Ave., New York 22, N. Y.

NOVEMBER 16, 1956

"Can't beat The Journal for results," says...

JUHL ADVERTISING AGENCY

SECOND AT HARRISON • ELKHART, INDIANA • PHONE 3-2220

Mr. Willard B. Hall
The Wall Street Journal
711 West Monroe Street
Chicago 6, Illinois

Dear Bill:

Thought you might be interested in hearing how well our Wells Cargo campaign is doing in the midwest edition of The Wall Street Journal.

The inquiries are coming in at a steady rate and they're from the market we are trying to reach—the small business with a hauling problem. In fact, several inquiries were converted to sales on a direct mail basis. How can you beat results like that?

We've done quite a bit of search advertising in various media for the Wells Cargo. This "junior" semi is, after all, a new product and we had to dig for the market, appeals, buying patterns, etc. Right from the start, though, The Wall Street Journal produced.

Keep up the good work.

Sincerely,

JUHL ADVERTISING AGENCY

Jack

John J. Fay

JJF/hw

Why The Wall Street Journal Pulls

You can't beat results, and for results you can't beat an audience that *wants* to buy. Journal readers are always on the lookout for products, services and ideas that help them meet and beat competition. You get more than a fair hearing from Journal readers; you get an active *welcome*.

Circulation: 438,160

THE WALL STREET JOURNAL

published at:

NEW YORK, 44 Broad St. and WASHINGTON, 1015 14th St., N. W. • CHICAGO, 711 W. Monroe St.
DALLAS, 911 Young St. • SAN FRANCISCO, 415 Bush St.

more advertisers

place more linage

in THE INQUIRER

than in any other

Philadelphia newspaper



Advertising linage is the final measure
of a newspaper's sales power

The Philadelphia Inquirer

Constructively Serving Delaware Valley, U.S.A.

Exclusive Advertising Representatives:

NEW YORK

ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO

EDWARD J. LYNCH
20 N. Wacker Drive
Anderson 3-6270

DETROIT

GEORGE S. DIX
Penobscot Bldg.
Woodward 5-7260

West Coast Representatives:

SAN FRANCISCO

FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES

FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

SIGNIFICANT TRENDS

Marketing News as Viewed by the Editors

SICK OF POLITICS and the economic distortions and half-truths tossed about by candidates of both major parties, sales executives are busy doing some post-election evaluation of the **real** business facts. They are closing out 1956—a good but confusing business year—and looking ahead to 1957 with considerable confidence.

The outlook—all things considered and all factors weighed—is very good. Some manufacturers are still hesitant about raising prices to cover increased production and materials costs. Others are concerned about the tight money market. But almost everyone has a sales eye ogling the bigger and juicier consumer-income pie that will be sliced in 1957. All but a fringe few see the year ahead as 365 days of opportunity!

The hardest sale to make may be the “inside sell.” In our November 10 issue Arno H. Johnson made a persuasive argument for upping sales and advertising expenditure budgets by a minimum of 10%.

But the spokesman for an association which numbers thousands of presidents among its manufacturer members, and who is in constant close touch with them, said the other day: “Production still remains the big problem. We don’t anticipate any need for greater emphasis on selling.”

We disagree and so, probably, do you, but to the extent that Mr. Big controls the corporate purse strings, it’s well to be forewarned and forearmed if you agree that selling next year may be more difficult and more costly.

Prices are almost certain to be a little higher. Consumers, according to the University of Michigan’s Survey Research Center, expect to pay more and they seem to be willing to accept the idea with very little grumbling. Better than one-third of them expect their own incomes to rise during the next 12 months. This may account for their good nature.

Marketers, however, will need to be wary—especially if they are going after the “discretionary” spending power of our families. Today, with store shelves filled with thousands of desirable products, people cannot only be “discreet” about what they buy but they can **discriminate**, without penalty to themselves, against those products which they feel to be overpriced.

Tight money will be with us for a while. The Federal Reserve Board, according to a prediction by the Research Institute of America, Inc., may even hike the discount rate again before year-end. It seems certain that it will not loosen the money reins until it is reasonably sure that the dangers of a runaway inflation have passed.

Money is not less plentiful than it was last year or the year before, but currently there is an excessive demand for credit which is tending to deplete usual lending funds. This situation will be felt most strongly by home builders as the moneylenders insist on bigger down payments, more interest, better credit risks. Capital goods manufacturers, selling to small companies, may find their customers eager to buy but unable to negotiate a proper-size loan at a desirable interest rate.

Credit for small appliance purchases will continue to be readily available to all but the truly overextended families. Sales of new cars on instalment plans will go along briskly, even if a higher interest rate makes monthly payments a dollar or two greater.

Inventories of two types are being watched closely by astute marketers. The first kind consists of shelf-stock and warehouse products that are expected to move this Christmas season. Store inventories are exceptionally high, anticipating unprecedented demand. Should this demand fail to materialize fully, the stores will undoubtedly hold off ordering until the surplus is worked off.

Significant Trends (continued)

The second inventory situation that bears watching is that of the individual consumer. His home is stocked with recent-vintage appliances, furniture and other durable products. His garage contains a fairly new car. It will take better-than-ever selling to make him upgrade still further. Saturation and near-saturation points have been reached with many products. New features, new benefits of the 1957 products will have to be stressed vigorously.

This year, 1956, has been a year of economic adjustment. It is a credit to marketers that the adjusting — needed for some time — took place while the economy as a whole continued to advance. There will be more adjustments in 1957, but with the auto and steel crises apparently out of the way, the settling out won't be quite so dramatic, or quite so sharp-cornered. Well-financed companies with aggressive and comprehensive marketing plans can have their best year ever in 1957!

MARKETING ERRORS — 13 of them — were cited by Arthur C. Nielsen, Jr., executive v-p of A. C. Nielsen Co. in a recent address before the Association of National Advertisers. He prefaced his list with the statement that "today's buyer is more open-minded and receptive to change than yesterday's. As a result businesses are more vulnerable to competitive inroads because the buyer will shift his allegiance quickly to an improved product. Further," Nielsen stated, "vulnerability is intensified by the availability of increasingly powerful mass media which can quickly make known new product innovations.

"In marketing decisions," Nielsen reported, "**executives are right only 58% of the time.**" Among the most common marketing errors they make are:

1. Failure to keep product up-to-date.
2. Failure to estimate accurately the market potential.
3. Failure to gauge the **trend** of the market.
4. Failure to appreciate **regional differences** in market potential and in trend of market.
5. Failure to appreciate **seasonal** differences in buyers' demand.
6. Failure to establish the advertising budget by the job to be done.

7. Failure to adhere to policies established in connection with **long-range** goals.

8. Failure to test-market new ideas.

9. Failure to differentiate between short-term tactics and long-term strategy.

10. Failure to admit defeat.

11. Failure to try new ideas while a brand is climbing.

12. Failure to integrate all phases of the marketing operation into the over-all program.

13. Failure to appraise objectively competitors' brands—as well as your own.

SALESMEN of Electro Refractories & Abrasives Corp., Buffalo, N. Y., have proven themselves as economic crystal gazers. For the past three years they have kept their top management informed of **advance** business patterns—and their predictions have been remarkably accurate.

The idea that a company's sales force can be a reliable economic barometer was conceived in 1954 by R. Clyde Wolfong, Electro's vice-president of sales. He asks that his field men make written estimates each quarter as to the expected business within the next six months. The salesmen don't pretend to be experts. Each merely gives the percent of sales change anticipated in his own area. This prognostication covers steel, automotive, farm implements, pottery and non-ferrous foundries — all fields to which Electro's sales of grinding wheels, refractories and crucibles are quite sensitive. Wolfong pieces reports together and comes up with a good picture of the future trend of business.

BEHIND THE SALES TRENDS

Marriage was 3% more popular in the first seven months of this year as compared to the corresponding period of 1955. Approximately 875,000 couples tied the knot.

U. S. households will continue to increase at an average rate of 1 million a year for the next two decades. The Bureau of the Census has issued a new report, "Projection of the Number of Households and Families 1960 to 1975," which indicates that we'll have 20 million new households by 1975.



FOR 10 YEARS the Cleveland Browns were the scourge of professional football. Each year they finished at the top of both leagues or divisions in which they have played. The Browns had no protected patent position—no license to employ secret tactics. But these men—football players—have, through the influence of their coach, a dedication to articulate planning. And in the precise execution of

their plans, the Browns did a better job on the average than any of their competitors. But champions can be toppled, as the Cleveland Browns have been this fall. They fell, not because they had lost their skill, but because competitive teams have learned how to top the champ's performance. A champ may have lost this fall but the idea of planning has won new, enthusiastic converts.

Do Your Men Say, "I Can't Plan, My Schedule Changes Too Often!"?

BY W. C. BROWN • Director of Sales, Hercules Powder Co.

Unfortunately some of us in business today forget that it is necessary for us to take time to do a thorough and continuing job of planning ahead. We muster up a fiery ball of strategy on occasion but somehow we entertain the misapprehension that planning is only for big deals.

Planning should be continuous. And for the most successful salesman, it's generally habit forming. But this is a hard concept to sell. I'm sure you've heard salesmen say, "I can't make any plans for the future because my schedule changes too often." This represents the most dis-

tressing kind of case because the man who makes this statement probably operates like a water spider and is blind to the fact that by the very nature of his routine he, more than most, needs to plan.

Why is it so important in business to plan? Because only through continuous planning can we reach maximum efficiency and productivity. Only through conscious and deliberate planning can we preserve and put to fullest use one of the most valuable assets any of us has. That priceless asset is *time*!

There are three phases of planning:

1. The long-range plan generally covering any convenient period from three months to five years. In actual practice, most salesmen consider the long-range plan a yearly one and set it up after making the annual forecast.
2. Short-range planning based on plans laid for the coming week or the schedule for today or tomorrow.
3. The immediate plan, which, unfortunately, is far too often overlooked. This is the plan that covers the most important sales action in the program, the time spent face to face

with the buyer, the plan devised for action from the time the salesman enters the buyer's office until he closes the sale and leaves.

Whether a plan involves long-range forecasts of activity, office routine, or developing a suitable call pattern, we must remember that an important element in good sales planning is flexibility. In sales, more often than not, our objectives become moving targets and call for rapid changes in plans. I've lost track of our high school quarterback, but I'm sure he's learned this lesson well since that Saturday afternoon he punted the ball out of the park just 14 yards short of the goal line. After all, the coach had given precise instructions to run three plays, and then kick on fourth down. Plan well—but plan also to shift your tactics when changing conditions require it. Don't straight-jacket your imagination.

Another admonition to remember in starting a program of sales planning is: Never expect visible results too soon. Too many of us become discouraged and impatient when major results do not follow some carefully increased use of our sales tools. Remember, a small improvement can be important. Charles E. Wilson, while still head of General Motors Corp., was asked the difference between a \$5,000 and a \$25,000 man. He was quoted as saying, "The difference is about 10%." In baseball, a .319 hitter far outshines a .290 hitter, but the difference is really only 10%. So it is in sales—10% can make the difference between a successful organization and a mediocre one. As a mat-

ter of fact, 10% can mean the difference between success and failure.

Specifically, how do you develop a planned sales program? Let's begin by evaluating your present pattern of operations. Draw a profile of your daily activities. Try doing it every day for several weeks. It's a sure bet you will find you are spending time on jobs that could be delegated or dispensed with.

Try spending the first 15 minutes of the day jotting down in order of importance the essential major jobs which must be done. Next, list less essential jobs, and third, list those which don't have to be done at all, or can be handled by someone else. Don't be afraid to weed out the unimportant. Discipline yourself to let the real price of accomplishing an important job compensate for the false pride exercised in time spent on unimportant jobs.

Whether you start at the office or at home, do not permit yourself to get shuffled out of your morning routine of planning. If visits, telephone calls, or other necessary routines regularly prevent you from doing your planning, start it the night before. If your night's schedule doesn't permit it, try using the last 15-30 minutes of the afternoon. But, above all, don't try to do creative thinking or sound planning while you are out making calls. Somehow, see that time is spent in planning ahead.

For those who must spend a fair amount of time in the office, it is particularly important to look there for the extra time which might be made available for more productive selling.

First, plan to avoid late starts and early exits, long lunches with good friends or intimate business acquaintances. And, perhaps most serious of all, watch out for the most insidious time-waster of all, extracurricular activity. Mind your own business first. If you really want to be a winning salesman, don't get flattered or hoodwinked into an excess of unrelated and unimportant activities, the net effect of which will minimize productive sales time.

Another product of poor planning usually encountered in the office is the frequent and prolonged meeting or conference. Whenever you can influence the development of such gatherings, see to it that they have a clearly defined objective and that the meeting closes with an equally well defined answer to the problem discussed. One way of increasing the odds for successful control of such a conference is seeing to it that only people who can contribute and who *come prepared to contribute* attend. Far too many meetings end up being fact-finding discussions which not only waste valuable time, but enhance the sinister breeding of more meetings. Proper planning and preparation helps to avoid this.

So much for the office. How about planning for the field? Let's look at long-range planning for the customer. What does it mean? I believe that the nearly universal mistake made by the average salesman is in the assumption that any customer or prospect whose name appears even once on the books automatically requires an eternal obligation for calls regardless of



WERNER C. BROWN

To Top in 10 Years

Werner C. Brown, director of sales, Hercules Powder Company's Cellulose Products Department, is a young man—born, 1919. He's gotten so far, so fast, because he knew where he wanted to go and he wasn't afraid of getting his hands dirty en route. After earning his A.B. in chemistry at Duke (1942) he joined Hercules as a chemist in its experiment station near Wilmington, Del. In '44 he was transferred to the government-owned, Hercules-operated Sunflower Ordnance Works, Lawrence, Kan., as a line foreman and, later, shift supervisor. Returned to the experiment station in '45 and moved up to his present job in only 10 years.

The important Cellulose Products Department is an offsprung of Union Powder Co., started in 1914 to make smokeless powder for the Russian and British Governments. After the war, powder activities were shut down but the company continued to produce nitrocellulose. Today the company, through keeping abreast of the need of new products to fill specific industrial demands, is a diversified, efficient operation making products which go into lube-oil additives, coatings, synthetic, domestic, water-soluble gum, plastics.

the sales record or potentials involved. Nothing could be more contrary to good planning. Today, I believe, it is considered good practice to list all customers and to classify them according to size in conjunction with the annual forecast. The industrial pattern indicates that about 25% of all customers buy 75% of all the products. This group usually comprises Class A accounts; B and C classes make up the rest.

In our own organization, we leave entirely in the hands of each district manager the percentage distribution of his call pattern. For example, while one territory may allocate 50% of its calls to Class A, another may devote 75% of its call time to this same customer class. Here again, as in any sales plan, we do not feel that it is important how the pattern is set, only that the plan is the most appropriate for the customer and the salesman involved. It is not uncommon in some sales offices, for example, to find 20% of the customers accounting for 90% of the business. It may prove difficult to decide to go after the last 10% if the cost required to get this extra business is many times the normal expenditure.

Should Appraise Value

In these considerations more often than not an essential ingredient is left out: a carefully studied appraisal of the customer's or prospect's value. The salesman should ask himself: "Is this customer worth the time I plan to spend on him? Does his business appear sound? Is his credit good? Is the management aggressive? Does it have integrity and ingenuity? Will it grow as a result of its practices and thereby permit me to grow, too?" Once the salesman has adjusted the dollar value of his customers with answers to these questions, chances are he will immediately reduce the time spent on some accounts and, at the same time, increase time spent on others. The method lengthens his odds in accomplishing his most important objective—building business.

Now, let's look at short-range planning. Within the framework of the established annual call pattern may lie many opportunities to increase selling time and to devise the most efficient means of soliciting business. First, there is the important question of proper preparation for the call. I have talked with a number of buyers on this subject and, without exception, they state that poor and unsatisfactory calls are universally traceable to salesmen's lack of information, resulting from inadequate preparation.

Do you agree with W. C. Brown?

Only 900 Hours a Year For Face-to-Face Selling

Out of 2,500 working hours per year, the average salesman has at his disposal only about 900 hours, or roughly one-third of this time, for face-to-face contact with buyers. This is the only truly productive time he spends. The rest of his time he is "tooling up."

By industrial standards, this low order of productivity makes selling inherently an inefficient operation, and yet increased expansion of industry calls for greater and greater sales effort to move the goods we turn out, to keep the flywheel of "consumerism" spinning. In the chemical industry, most companies have already encountered some of the obstacles in doing this job. One of the most serious is the technical manpower shortage which prevents expansion of sales activities commensurate with production.

Industry needs 40,000 chemical engineers per year for the next 10 years, yet only 26,000 will graduate this year and, despite active build-up, requirements will not be met until at least 1963. Furthermore, we are told that only 10% of technical graduates have any interest in sales to begin with and that out of 600,000 chemical engineers now in industry only 4% have been available for sales.

Obviously, technical salesmen will become increasingly hard to get. With forecasts demanding increasing sales effort, the importance of getting greater productivity out of the force available is self-evident. One prime factor in attaining this goal will be better sales planning.

A well planned call would never be made without thorough knowledge of the customer's past purchasing record, of recent complaints, of special requirements or considerations which must be met. And, of course, general knowledge of the customer's business or any major changes that may have taken place is always worth review.

Not the least of these points would be a knowledge of the trade balance which exists between your customer and your own company. Finally, from this background, pick out some choice thing of value and put yourself in the position of taking the buyer something besides a greeting. Always have something in the way of pertinent information, a display or sample, which will leave the buyer with the opinion that you have added something to his day.

Since more than 40% of the salesman's day is spent in traveling and in waiting outside the prospect's office, a schedule designed to minimize unnecessary waste of time is certainly worth some planning effort.

From the standpoint of the traveling problem alone it behooves the salesman to map out his route the night before. A zone system is frequently employed and is excellent for

making an efficient call pattern. But beware of getting frozen in routine and thereby missing good bets. Again, be prepared to shift your pattern in any emergency. Meanwhile, in routing calls, it is a good plan to have a reservoir of prospects to fill unavoidable gaps. This should not be done, however, with the sole intention of maintaining a high call rate.

Much has been written about salesman's time and duty analysis and, while these analyses are beneficial in helping the salesman make more efficient use of his time, far too much emphasis has been given to the importance of a high call rate. Nothing can confuse the salesman's objectives more than an excessive concern over the number of calls he makes. In our own organization the men generally regarded as hustlers make 500-600 calls a year. But, in planning calls, think of quality first; quantity second. It isn't what you do, it's what you get done that counts.

Good timing of calls, too, is important. Regardless of your long-range program, keep a constant lookout for times when some purchasing agent is "hot," when he's ready to take some kind of action, when he's

(continued on page 82)

Streamlined Department for "Flight-Swept" Cars



Chrysler Corp., that has been fighting its way back up over the past three years, has made another move to hone its teeth for the Battle of '57: It's formed a streamlined marketing organization to serve all of the corporation's car and truck divisions, sent it down the testing strip Nov. 1, just as the first of Chrysler's Divisions—Dodge—was unwrapping the current model. Heading the new organization, (as general manager-group marketing) appropriately enough, is Dodge's ex- v-p in charge of sales, 43-year-old Byron J. Nichols. He's been a Chrysler man since 1940. . . . Nichols' dad was an automobile dealer. After school hours Byron learned the business, sold his first car when he was 15, built his own race car at 16. He didn't break into the car business with Chrysler, though. His first job—'33—was in the Ford assembly plant in Kansas City. And he went back to Ford in '51 for a time. . . . This new marketing organization places Chrysler and its dealers in a stronger position to jockey for a fairer share of the auto business. It will, Chrysler hopes, enable the corporation to act quickly on market situations at a local level, to deal with dealers more efficiently. There will be four area directors, 18 zone managers, working with regional offices in the field.



"... And Once in Siberia"

Think of the oil, gas, electronic or chemical industries and of the giants that supply them equipment and technical services—and sooner or later—probably sooner—you think of Dresser Industries, Inc., Dallas. And when you get to Dresser you get to John B. O'Connor (third from left). This year Dresser's sales will exceed \$230 million. And O'Connor—who has just been named president of the company—is largely responsible for Dresser's aggressive engineering and sales effort on a world-wide basis. He joined the firm in '37 (previously he was with Clark Bros. Co., a large Dresser subsidiary) and in '44 became executive v-p. In the years between then and now he's won the reputation of being the world's most traveled executive. Been in practically every country in the world—including Siberia! Our picture was taken there. A competent mechanical engineer, he knows his way around petroleum and gas production equipment. He developed the first high-speed engine-driven angle compressor for field oil service. A Georgian, he headed for the Oklahoma oil fields after service during World War I, there met his wife.

THEY'RE IN THE NEWS

BY HARRY WOODWARD



GUY GILLETTE—LENSGROUP

When NOT to Stop: US Industries Presses On

... and "presses" is probably the word: For US Industries, Inc., is the new name for the old Pressed Steel Car Co. Its latest forward step is the appointment of James J. Hoffer as marketing director. He'll coordinate marketing activities of the company's 12 autonomous divisions and subsidiaries, here and abroad, is busily boning up on the firm's products ranging from metal fabricating (machines to stamp out auto tops) to oil and water industries (vital parts for oil wells), among others. Hoffer's background is all *consumer*. He started with Montgomery Ward, most recently was v-p and sales manager of Ames Shower Curtain Co., Inc. But he feels that the basics of sales are the same for shower curtains and complicated machinery. . . . It was in '48 that Pressed Steel started to diversify. Today with its divisions and its 13 plants and subsidiaries in Puerto Rico and the Philippines it has 6,000 employees, 15,000 stockholders, 1956 sales of over \$125 million. So Jim Hoffer, the Chicagoan who began his career as a stockboy for Montgomery Ward, is now quietly reading—in the firm's hushed, posh New York headquarters on Park Avenue—about landing gears, metal forming presses, components for guided missiles. It's all a far cry from shower curtains. But US Industries, Inc., isn't in the habit of making mistakes. And Hoffer looks notably unafraid.

Wholesalers Unite in Blast: "End Decanters! Use Wraps!"

That dramatic form of liquor packaging, the decanter, now has become not only a top management concern, but a subject for board action. Will the 100 or so decanters now out be cut next year by wholesalers' opposition?

BY GRANT JEFFERY

Distillers have just been handed a Christmas suggestion from their best customers—the 600 members of the Wine & Spirits Wholesalers of America—which they probably have received with mixed emotions.

The suggestion: alcoholic beverage suppliers should abandon the decanter.

The association's action is characterized by a spokesman as "waving a red flag" rather than presenting an ultimatum. By law, distillers cannot sell beverages direct to consumers. They can only sell to retailers by virtue of a state license and only a very small percentage of package store owners are serviced in this way. Currently, wholesalers are indispensable. But all the chips are not on the association's side. Each independent wholesaler's livelihood depends on one or more of the relatively few major suppliers continuing to do business with him.

So the association's view will be discussed fully at distillers' board meetings. But in the case of important brands, the final decision will rest with the producers. It may be that such considerations as "our competitors are forcing us to go on issuing decanters" or "we can't give up the customers we develop among people who get decanters as gifts" will override the distillers' regard for their wholesalers' feelings.

In Just Four Years

Association action was prompted by the 100 or so decanters on the market this fall. Only a few imported liqueurs and premium whiskies were bottled in decanters four years ago.

The association's unanimous board action was revealed to members in its newsletter which stated:

"It was unanimously resolved that, in the opinion of the board of WSWA, all brand owners should abandon the use of decanters. It was

suggested that other measures such as the use of attractive cartons and gift wrappings be adopted to encourage gift buying. It finally was agreed that gift cartons and wrappings have the valuable advantage of preserving brand label identification while eliminating undue inventory problems and extravagantly expensive packages . . . there was complete agreement that decanters have outlived their usefulness as a merchandising device."

Major distillers decline to comment—for the present. Their reaction may turn on the outcome of sales in the four weeks between Thanksgiving and Christmas, when they normally do 20% of their year's retail sales. It is estimated that only about 4.3% of the year's sales will involve decanters, most sold during the holidays.

Sales Will Be Watched

If consumers buy heavily of this year's decanters before Christmas, distillers probably will think twice before bowing to their wholesalers' plea to drop decanters. Frankly, the wholesalers would like to see some of the extra money they expend—on separate inventorying and handling of decanters—made available through better profit margins.

Few distillers actually expect decanters to lure "old hands at drinking." It is the uncommitted and the occasional customer whom decanters attract. To begin what may develop into a steady relationship, the distiller has felt that he must absorb the extra expense of gift bottles, because his competitors do.

Missing out on a few sales to novices might seem to be a small matter. But the real reason for distillers' fair-weather friendship with decanters is the chain reaction that hit sales of Seagram Distillers Co. and other producers when they held aloof from what Ross Corbit, president, Hiram Walker, Inc., terms "the

jungle of glass," without adopting offsetting price or package changes.

This season's debut of America's largest selling whiskey, Seagram's 7-Crown, in a "centennial decanter" is promoted in connection with the Canadian parent firm's 100th anniversary. But, thereby hangs a tale.

Last year, Seagram's subsidiary, Calvert Distillers Co., pioneered decanters for the firm after learning a bitter lesson. Tubie Resnick, Calvert's executive vice-president, says, "Before we had decanters, the retailer figured 'I can sell these standard Calvert bottles any time. I'd better shove the other firms' decanters before Christmas or I'll be stuck with them.' Not only did Calvert lose these sales, but there's no telling how many prospects who were switched away may be staying switched in their subsequent purchases."

Defends Decanters

The probable destination of some of these lost sales can be seen in a pronouncement of Schenley Industries, Inc.: "Decanters' justification lies in bringing in new business. The minute they stop doing this, Schenley will stop decanters." Wholesalers received this information last year from Sidney Frank, vice-president.

With its 27 distilled spirits' decanters in 1956, Schenley and its Park & Tilford operation are marketing a greater number of the industry's 100-odd brand name gift bottles than any of their 265 competitors, according to Clark Gavin Associates, New York City marketing consultant to the wine and liquor industry. Yet the unpublicized estimate that decanters' share of whiskey volume is only 4.3% is the product of two Schenley calculations.

Newton Kook, president of Schenley's subsidiary, Dant Distillers Co., anticipates 1956 U. S. liquor sales of 220 million gallons, 20 million more than in 1955. His figure for whiskey consumption this year is 170 million gallons.

George Linck, vice-president of Schenley's Melrose Distillers' Co. division, has achieved wide publicity through his optimistic prediction that the industry will sell 36 million whiskey decanters this year. With the few large decanters compensating for the few small ones, the customary size of a fifth of a gallon works out to sales



DECANTERS, DECANTERS, DECANTERS! They're aimed primarily at first-time customers and gift buyers. Dealers credit them with producing little new business.

They are asking: "Why should we inventory and handle the same product in two different containers?" Distillers need an answer to this and other problems of decanter fad.

of only some 7.24 million gallons of whiskey in gift bottles—4.3% of estimated 1956 whiskey sales.

Notable holdouts against the decanter trend this year are Seagram's V. O. and the firm's Kessler-Gallagher & Burton Division.

The most successful attempt to substitute another packaging medium probably has been the Hiram Walker prewrap plan utilizing the foil of Reynolds Metals Co. The necessary heavy capital outlay for machinery ruled out a one-year trial. Extensive market research included executives working as liquor store sales clerks.

(See "Will Wrong-Way Corbit Do It Again with Luxury Wraps?" *SALES MANAGEMENT*, Oct. 19, 1956.)

Once Christmas packaging in some form has been decided on, a bright side emerges which might merit the attention of almost any consumer goods firm. If for no other reason, holiday containers appear valuable as a morale device.

Says John L. Leban, executive vice-president and sales manager, Publisher Industries, Inc., producer of Old Hickory, Embassy Club, Kinsey and Philadelphia whiskeys, Dixie

Belle gin, and Cavalier vodka:

"Our sales department, which never works alone, finds the spirit of teamwork with other departments never more productive or inspired than when representatives of purchasing, production, promotion and sales pull up chairs together regarding some facet of holiday packaging."

The lack of experience that lay behind some early decanter failures is now counteracted by the diverse sales and industry backgrounds of most firms' decanter teams. Thus prepared, one distiller after another has felt that it could swim where Schenley went

down the first two years it pioneered for the industry with a decanter in the under-\$5 range.

Before Schenley took the plunge, decanters were linked with "Rolls Royce" products. Traditionally, crystal decanters were purchased without contents, like other household glassware. The original purpose of a decanter was to decant wine, leaving sediment in the bottle.

With few expectations, the industry's problem in the past few years has been to offer a bottle that the layman would accept as a suitable likeness of a connoisseur's treasure, but without raising the retail whiskey price. To do it the industry has had to consider six aspects of the decanter:

1. What consumers see first. For example, Walter Lander's problem in redesigning the 1955 Old Fitzgerald candlelight decanter for Stitzel-Weller Distillery was to produce "a shape new enough to arouse fresh trade and consumer excitement, but to keep it sufficiently reminiscent of last year's to retain brand loyalty." The 1956 decanter cap holds up to three candles, instead of last year's single candle.

National Distillers Products Corp. has been particularly conservative in retaining a year-by-year resemblance.

The Bellows Division of National capitalized on five design features of its Partner's Choice decanter in color advertising spreads depicting the bottle's blueprint stage.

Spirits magazine reports that "smaller sizes have been pushed more and more this year, to take advantage of the small gifts market." For example: Schenley's I. W. Harper "Traveller" flask with its plastic, simulated gold protective case in pints and half pints.

By gift wrapping its pints with lift-off brand labels, and inserting them in "pick a pint" counter stands, Publicker plans to seek convenience sales enjoyed by candy. Since their first extensive use last year by distillers, pressure-sensitive lift-off labels have been improved by such suppliers as Allan-Hollander Co. to the point where they fit exactly into the design of the bottle or its gift wrap.

Release of a new decanter design by late September is considered a marketing asset. This year, in contrast with last, Four Roses was among the first to make public its design, which was approved, as all Seagram package changes must be, by Samuel Bronfman, president of the Canadian parent firm, Distillers Corp.-Seagrams.

A hexagonal bottle, so untypical

of the industry's standard glassware that it resembles a decanter, has been selected for Four Roses' new London dry gin.

Almost exclusively masculine is Stitzel-Weller's Old Cabin Still decanter which has the lines of a miniature copper still and comes in an orange and green carton decorated with pheasants and labeled, "The Sportsman's Choice."

On the other hand, the jewel decanter of Calvert Reserve seems designed with the hostess in mind. A simulated jewel is embedded in an eye-shaped sunburst medallion. The brand's bigger brother, Lord Calvert, bows this year in a fatter version of its 1955 Eiffel Tower-inspired bottle.

Corning Glass Works turns its hand-blown decanters in the mold, rendering them seamless. The additional cost of Corning Pyrex coffee carafes was assumed by James B. Beam Distilling Co., for the past two years' bottling of bonded Beam. It has been so successful that an even fancier, metal-handled version is offered for '56. The consumer pays regular bottle price. A candle warmer is offered as a write-in premium.

Colored decanters in five decorator tones have been designed by Raymond Loewy for the Early Times brand of Brown-Forman Distillers Corp. The same molds were used to produce the successful torso-shaped Old Forester decanter in 1954.

Vertical lines of white and a choice of pastel shades give Glenmore's new Kentucky Tavern decanter the appearance of a fluted column, broadening slightly at the base.

2. The decanter and the package.

A carton with one double wall from which the outer layer can be stripped off is a new variation on the theme of easily removed brand identification incorporated in Publicker's cartons for its matched set of decanters. The bottles are also available in a gold-colored metal tray with handle for ease of carrying.

Carton lessons learned by the liquor industry add up to this:

What the trade calls a production package, filled, closed and assembled without human handling, often makes the most profitable use of today's techniques and materials. But it is arguable that the bow Hiram Walker has added—by hand—this year will produce income that will show up in volume totals rather than in packaging economy.

3. The grip, for ease in pouring.

A diamond pattern resembling a tire tread covers the entire surface of

Schenley's tall, slim decanter for its Canadian MacNaughton whiskey. The pattern also reflects light, producing striking rainbows.

Raymond Loewy's 1956 Old Forester decanter rises in a slim pyramid. It resembles, in cross section, the profile of a doorknob. A white stripe camouflages the seam. A stiff-backed white label, flapping at both ends, is perched jauntily a third of the way up the bottle.

4. How it pours. While four-way pouring lips have been promoted by Schenley and some other distillers, there is an equal weight of opinion against them. The appeal seems to be an appearance of easy pouring, but a pouring lip is really necessary only on a bottle with a large opening.

National Distillers has disclosed to SALES MANAGEMENT that it has the necessary federal approval to bottle liquor in polyethylene containers. National, also a maker of chemicals, is now developing a formula that will prevent alcohol from getting out of the polyethylene container by osmosis. Polyethylene does not retain drops of liquor, as does glass. The secret of Schenley's dripless Roma wine bottle is a ring of soft plastic inside the neck.

5. Re-use of spirits bottles. Re-usability of the package has played such an important part in Brown-Forman's thinking this year that other industry members are quipping, "Old Forester has gone into the furniture business." The firm seeks to market table-height, four-drawer chests containing 12 fifths of the brand. The functional, contemporary piece has not been cleared by all states' beverage control boards. It may also run into some of the opposition Seagram accessories with a price ticket on them met two years ago. With charges of 25 cents and 35 cents, Seagram sought to liquidate its costs on metallic, lattice-work bottle holders. But brand identification was stamped right into the design of these "Seagram servers," and they failed to achieve any great popularity. Scovill Manufacturing Co., their producer, appears to have been the prime beneficiary.

Traditional re-use of decanters for lamps, plants or candlesticks was reviewed by Publicker this year and it was decided that the most profitable re-use from a distiller's point of view is for decanters to be refilled and put to their intended use of serving alcoholic beverages gracefully. The firm decided to issue sets of matched decanters for all its leading lines. Back labels say: "gin," "whiskey," etc.

Another gift piece with practical value and a removable label is the "have a drink, have a light" decanter of Schenley's Ancient Age. The striking slimline pint, resembling a tall Italian pepper mill or a foot of slim bedpost, incorporates a lighter in the cap. The ensemble sells for about the same price as a regular quart, although the firm reports that lighters of this type sell for \$20 in gift stores.

It was the sight of a "singing lantern" decanter in a department store that gave Stanley L. Brown, president, Park & Tilford, the idea of bottling his product in this way. By buying up a Swiss music box maker's entire supply, he was able to offer a filled decanter, which plays one of four tunes when poured, at about the same price as gift shops sell empty ones.

A humorous but practical cocktail-shaker decanter, which Park & Tilford perfected just in time for the Christmas market, incorporates a supply of vermouth in the top section and whiskey or gin in the bottom. The joke is that an atomizer action facilitates mixing today's martini with its indiscernible amount of vermouth.

6. Perennials. It is hard to tell whether a virtue is made of necessity but year-after-year repetition of a quality decanter does seem to work for luxury imports. Chivas Regal Scotch whisky, a Seagram import, bows again this year in its bas-relief detailed ceramic decanter in a velvet bag. Schenley's Danish import, Cherry

Heering liqueur, again has a white porcelain carafe but for the sake of repeat sales the blue picture of a Danish castle appearing thereon is changed annually.

Schenley's subsidiary, Brandy Distillers Co., has moved to put its American product, Coronet VSQ, in a package comparable with any import's by bottling it in an accurate reproduction of the traditional crystal decanter used for generations in France for Armagnac brandy — a connoisseur's cognac. A perfectly clear bottle with a highly embossed crest and gilt neckband is designed to blend with the finest table settings.

An import of Schieffelin & Co., Chartreuse liqueur, dates from 1650 and claims the record for a brand's use of one bottle style. Benedictine, imported by Julius Wile & Sons Co., has been bottled in France in its dark, traditional brandy bottles since 1860. The familiar pinch bottle of Hague & Hague scotch, handled by Renfield Importers, Ltd., has also been on the scene since the last century.

K. H. "Kap" Seidel, Schenley Distillers advertising director, reveals that July 1 is "final OK day" for the firm's prolific number of decanters. Six to eight weeks of top-level consideration precede adoption of a Schenley decanter but once it is approved it must be into production by July 15. To decrease shipping costs the firm bottles in several plants, including one on the West Coast. The same bottle may be procured from Ball Bros. Co., Brockway Glass Co.,

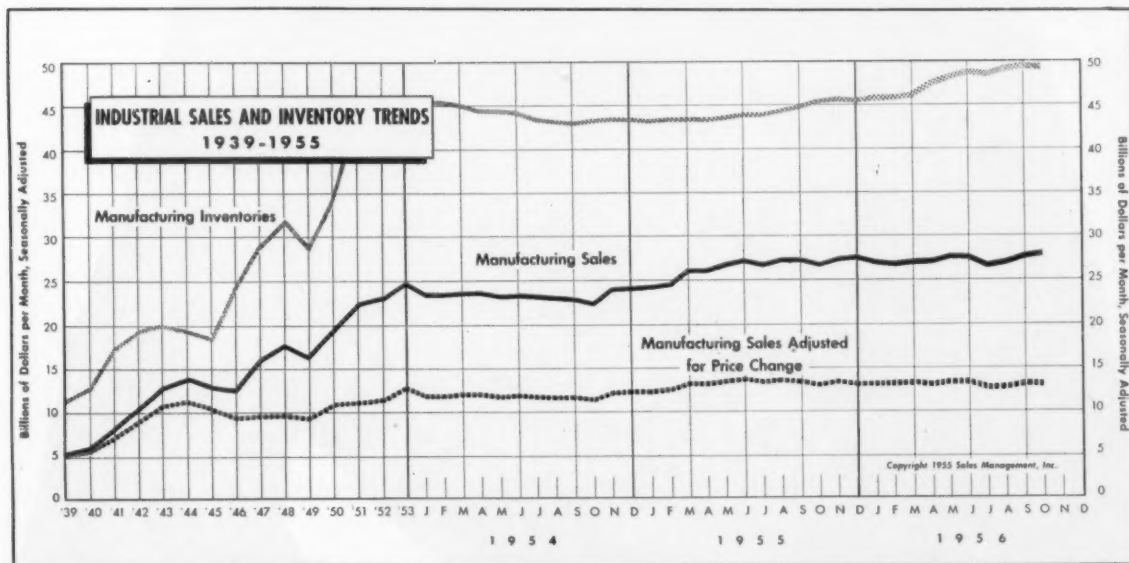
Hazel-Atlas Glass Co., and Thatcher Glass Manufacturing Co. to achieve top-speed output at locations closest to where the bottles are needed.

By October 1, Schenley salesmen and distributors' representatives begin attending the almost 200 pre-Christmas meetings held in more than 100 cities during the month. From these they go out armed with product knowledge and promotional materials to contact all retailers by 60 days before Christmas if possible.

Because of the impossibility of delaying glassware orders until the late October date when retailers begin saying how many cases they want, Schenley orders its holiday bottles with enthusiastic optimism. The firm is secure in the knowledge that its brother operation, Dant Distilling Co., can be relied on to move, profitably, any of the fancy glass that Schenley or its Park & Tilford subsidiary do not in the long run need.

In such practical ways as this, Dant's "Robert Hall operation" offering "Caddy products at Chevy prices" complements the trade-up, high-fashion sales methods of the parent firm, Schenley Industries. (See "Dant Connects," SALES MANAGEMENT, Dec. 1, 1955.) Although Christmas brings less departure from promotional norms at Dant than at comparable liquor firms, President Kook maintains that constant emphasis on quality at a popular price enables his "bread and butter lines" to hold their own with "dressed up" brands.

The End



INDUSTRIAL SHIPMENTS in October continued to rise as automotive deliveries of new models slowly began to

flow into dealers' showrooms. Led by steel, almost all industrial sectors are now gaining over 1955 levels.

**there's a limit
to what
even good men
can take**

What gets your best men down? Not the orders fought for and lost. Good men take those in stride.

What *really* hurts are the orders lost without a fighting chance to land them. And unless your catalog is immediately and conveniently accessible to all your good customers and prospects, your salesmen are *surely* losing too much business they never have a chance to get.

Research in industrial selling proves that catalogs are the most important factor in getting invitations to compete for an order. Research proves, too, that calls by *invitation* increase the chances of getting the order by over 300%, on the average.

The manufacturers listed in the adjoining columns are representative of more than 1,700 companies now using Sweet's services to help their salesmen get more invitations to call on important and interested prospects.



Over 1,700 companies are currently distributing more than 52,000,000 catalog copies in one or more of Sweet's six catalog Files. Those listed below are representative. On the average, they have been clients of Sweet's services for 32 years.

Acorn Wire & Iron Works	Kaiser Aluminum & Chemical Corp.
Allegheny-Ludlum Steel Corp.	Kinnear Mfg. Co.
Allied Chemical & Dye Corp.	Koppers Co.
Allis-Chalmers Mfg. Co.	Libbey-Owens-Ford Glass Co.
Aluminum Co. of America	Mahon, R. C., Co.
American-Standard Corp.	Masonite Corp.
Anaconda Copper Mining Co.	Mills Co.
Armstrong Cork Co.	Mueller Brass Co.
Babcock & Wilcox Co.	Neenah Foundry Co.
Borg-Warner Corp.	Owens-Corning Fibreglas Corp.
Chrysler Corp.	Philip Carey Mfg. Co.
Dow Chemical Co.	Pittsburgh Plate Glass Co.
Du Pont, E. I. de Nemours & Co., Inc.	Republic Steel Corp.
Flintkote Co.	Revere Copper & Brass, Inc.
Flockhart Foundry Co.	Reynolds Metals Co.
General Electric Co.	Ruberoid Co.
General Motors Corp.	Rust-Oleum Corp.
Great Lakes Steel Corp.	St. Louis Fire Door Co.
Grinnell Co.	Stewart-Warner Corp.
Hauserman, E. F., Co.	Torrington Co.
ITE Circuit Breaker Co.	U. S. Gypsum Co.
Inland Steel Products Co.	U. S. Plywood Corp.
International Steel Co.	United States Steel Corp.
Johns-Manville	Westinghouse Electric Corp.
	Worthington Corp.

There is a Sweet's Catalog Service office near you. A call or letter to any one of them will bring you prompt and thorough help in making sure your catalog . . . its design, production, and distribution . . . results in more orders for you at the lowest possible cost.



Sweet's Catalog Service

a division of F. W. Dodge Corporation

designers, producers, and distributors of manufacturers' catalogs for the industrial and construction markets

119 West 40th Street, New York 18, New York

EXECUTIVE SHIFTS IN THE SALES WORLD

Bigelow-Sanford Carpet Co., Inc. . . .

James D. Wise, president to chairman of the board. Lowell P. Weicker to succeed Mr. Wise as president.

The J. R. Clark Co. . . .

Phil Peterson to advertising and sales promotion manager.

Culligan, Inc. . . .

Joseph W. Dodson to general sales manager.

Dell Publishing Co., Inc. . . .

Harold Clark to v-p, advertising; William F. Callahan, Jr. to assistant v-p, sales director, Book Division; Joseph Penell to circulation manager.

Eaton Manufacturing Co. . . .

James M. Adair to sales manager, Dynamatic Division.

The Charles E. Hires Co. . . .

Frank S. O'Donnell to national fountain sales manager.

E. Ingraham Co. . . .

Edward L. Taylor to general sales manager.

G. Krueger Brewing Co. . . .

Edward H. Jewett III to marketing director.

Magna Crest Sales, Inc. . . .

William E. Griffin, Jr., to sales manager of this subsidiary of Minnesota Mining & Manufacturing Co.

National Broadcasting Co. . . .

Richard A. R. Pinkham to v-p, advertising.

Reliance Electric & Engineering Co. . . .

Edward E. Helm to president.

Schenley Industries, Inc. . . .

Don Hamilton to sales manager, Norex Laboratories, a proprietary drug affiliate.

A. O. Smith Corp. . . .

Leonard Martikonis to advertising and sales promotion manager, Permaglas Division.

White Sewing Machine Corp. . . .

R. E. Lavery to sales promotion and advertising manager.

Wilson & Co., Inc. . . .

John B. Overfield to sales promotion manager.



TYPICAL PROMOTIONAL PACKAGE: This one, produced for the current campaign on "Cushiontone," an acoustical ceiling material, includes 18 merchandising aids. It is the Sample Section's job to coordinate such packages, get them into the field at the proper time.

How to Get Samples and Sales Aids Into the Field on Time

Armstrong Cork Co. does it through a "Sample Section" whose personnel are charged with assembling, labeling, packaging and shipping 67 tons of promotional materials every month. The operation costs a million dollars a year.

BY ALICE B. ECKE

This week Armstrong Cork Company's Sample Section slapped the last label on 750 packages of promotional aids to support one of the biggest building product campaigns the company has ever launched. The product involved is "Cushiontone," an acoustical ceiling material.

These materials, destined for Armstrong salesmen and distributors, will shortly reach the hundreds of dealers who handle the product. This promotional logistics operation, one of hundreds planned and executed in a year's span, is typical of the work carried on by the firm's Sample Section. The importance of the work of

the Section in the company's sales operation is reflected by the fact that it requires a million-dollar yearly budget.

This newest "Cushiontone" promotional package resembles a small suitcase, contains some 18 different selling tools, from a small roll of transparent tape to giant window display banners. In addition, the Sample Section has already sent out 3,000 special Cushiontone panels, eye-catchers which the dealer can mount on a provided frame along the upper portion of his showroom wall. Over 2,000 individual showroom floor pole displays have been made available to give

prospects an eye-level close-up of what the product is "really like."

Handy, readable display folders, counter cards, mobile ceiling signs, and a variety of "how to" booklets and brochures help to round out the merchandising ensemble.

Operations in the Sample Section are highly flexible. Over-all function is to serve the needs of the company's own salesmen, its wholesale distributors and dealers from coast to coast, and in many areas of the free world. For the company's first-line service organizations, it is a tailor-made operation equipped to handle on short notice widely diversified sales and promotional campaigns planned by the five major Armstrong divisions: Floor, Building Products, Insulation, Industrial, and Glass and Closure.

Samples are utilized by these groups in numerous ways. The Floor Division's semiannual market showings of new resilient flooring designs and materials call for thousands of samples of each of the latest patterns, colors, and styles. Building Products sales personnel must be kept alert to new materials, and samples are one



Confidentially...

Chicagoland

likes **LIVE** radio

showmanship

THE MOST SPONSORED AND THE MOST HONORED 9 MONTHS IN OUR HISTORY

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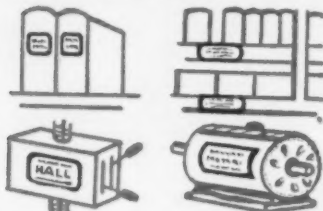
ESTABLISHED 1922

CBS RADIO

Stickin' Around with KLEEN-STIK

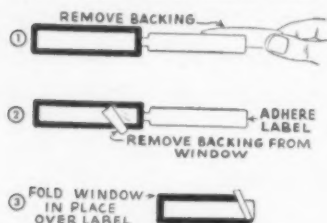
World's Champion Idea Producer!

Everyone knows how KLEEN-STIK produces sales-stimulating ideas for streamers, die-cuts, bumper strips, 3-D signs, and many other effective P.O.P. displays. But—did you know that this versatile, self-sticking adhesive also creates many new and nifty product ideas? Look!



Clear Sailing for "Clear Cover"

Finding an efficient method for attaching and protecting labels on file folders, storage shelves and bins, books, jars, office and factory equipment, etc., has long been a problem. Layers of cellophane tape, messy glue-like substances painted over, and other solutions all proved inadequate—so DAVE HARRIS of PRESSURE SENSITIVE PRODUCTS CORP., Alhambra, Calif., took a hand. From a wide range of available materials, he chose KLEEN-STIK FLEX-STIK 800 for his label base—because this tough, rubber-impregnated stock is extra-flexible, proof against moisture, oil, and most acids—and backed with famous KLEEN-STIK adhesive that sticks tight on flat, curved, or angular surfaces. Attached to this, he engineered a "fold-over" cover of DuPont's strong, transparent "Mylar" film, coated with



KLEEN-STIK on the reverse side. The result is "Clear Cover"—the patented, one-piece protected label of 1001 uses in home, office, store, and factory. Made up in perforated sheets for quick typing or writing, this unique label goes on easy as 1-2-3 with a quick peel-and-press... title permanently protected against dirt, abrasion, or weather by its clear cover. A "clear case" of a clever product!

Whether your inspiration is for a product to sell, or a display to sell products, KLEEN-STIK can help you make it a reality. See your regular printer, lithographer, or silk-screener... or write for our free "Idea-of-the-Month" service today!

KLEEN-STIK PRODUCTS, INC.
7300 West Wilson Avenue • Chicago 31, Ill.
Pioneers in pressure sensitives for Advertising and Labeling



SAMPLES AT WORK: "Just a moment, sir, let me show you a sample." A local building supply dealer offers a cellophane-wrapped "Cushiontone" sample to show what the product is "really like." Company calls samples "one of our most effective sales tools."

of the best ways to show them "what's new." A late design modification or the addition of a line of new materials in the insulation field can be translated into future sales with the help of samples. Likewise, important additions to the company's wide-range industrial product line, cots and aprons for the textile industry, gasket materials for automotive fabricators, many others, often are initially tested and purchased by industrial prospects on the basis of trial runs with samples.

The Sample, Display Construction and Service Section has been an active selling arm of the Advertising, Promotion and Public Relations Department for almost 40 years. During this time its operations have grown from handling a few products to a diversified line that today runs the gamut from cork bottle stoppers to the latest in acoustical materials. It's a big business that calls for long-range executive planning and creative imagination to provide a far-flung sales network with the samples it needs, when it needs them.

In effect, the company's sample staff serves, and works closely with, two important organizational groups: the Advertising, Promotion and Public Relations Department, and the sales organizations of its five major merchandising divisions. While it reports to and is under the supervision of Advertising, it works side by side with Sales because of its dependence on Sales for its materials and the

proper use of materials by the men in the field.

Each kind of product has its own sample requirements. Textile mills want to try out sets of cots and aprons on their spinning frames. Packers test containers and closures on their own production lines. In many cases, Armstrong must design packages and individual materials to meet the needs of individual customers. But most of the company's samples—thousands of pounds a day—are prepared and shipped from headquarters in Lancaster, Pa.

Housed near the company's floor plant and general offices, the sample operation resembles an oversize general store with a warehouse. Its thousands of square feet of floor space are given over to a well-stocked inventory representing the company's three major merchandising categories: building materials and flooring products, industrial specialties, and packaging products.

In addition, sample stocks include products not made by Armstrong, but which are sold as part of its regular line: "Fiberglas," made by the Owens-Corning Fiberglas Corp., Temlok "Hardboard," made by the Masonite Corp., and other well known products.

Packaging and labeling thousands of samples a day is largely a mechanical proposition today. Over the years special equipment has been developed in cooperation with the Armstrong engineering staff to help do the job

more quickly and economically. A big time and money saver is a specially designed rotating table from which some 25 different flooring materials in over 600 color patterns can be rapidly collated for packaging and shipment by a half dozen workers. Other innovations include a printing press which has been modified to stamp out thousands of floor sample stencil imprints an hour, and a machine that affixes gummed paper labels to a wide range of other sample materials.

There is a constant inflow of samples from many of the 18 Armstrong plants around the country. From Pittsburgh, for instance, come thousands of cork tile samples to whet the interest of home consumers and professional interior decorators planning high-style office decors. Shipped from the same plant are cork gasket materials and other specialized cork products destined for showing to various groups of industrial buyers.

An Unending Parade

Out of South Braintree, Mass., there are samples of the newly introduced "Imperial" Custom Corlon floor tile, a full line of rubber tile patterns, and "Armaflex," a foam plastic pipe insulation for dual-temperature lines. And, from Macon, Ga., and Pensacola, Fla., come samples of a diversified fiberboard product line, including "Temlok" sheathing and roof deck for the home construction market, acoustical materials, and others. The parade is varied and unending.

Transforming the "raw" sample into an attractive, information-packed selling tool involves much detail. Each sample must be given an individual inspection. Nicked, cracked, split, off-color, or broken pieces are quickly discarded. A sample must truly represent the product itself in every detail.

The sample label, Armstrong management has found, is as important as the sample itself in helping to sell the product. Consequently, there are few limits put on creative copy and design ideas to improve existing labels.

About a year ago Armstrong launched an ambitious program aimed at standardizing label designs for most of its products and samples. The move is part of a long-range plan to give each product an easily identified "family look." New imprints prominently feature the company name set above the product designation in bold, black lettering on a white circular motif. Stencil imprints on flooring samples bear an easy-to-read company-name identification, and specify the pattern name, number and type of material.

Gummed label descriptive copy, set in attractive type face, gives the customer a quick rundown of the functional highlights of the product. To carry the idea a step further, plans call for distinctive color backgrounds to identify samples of each of Armstrong's merchandising divisions.

Whenever a new product is introduced or an established one is modified, the Sample staff must be among the first to know. The job calls for specialists whose knowledge of the company's product line is thorough and wide range.

Alert to All Changes

For example, a floor pattern might be changed slightly. A roof deck material may no longer be made with a painted bevel. The Sample Section staff has to know about these changes as soon as they are made. Also, it must be aware of any new packaging designs planned by the Sales and Advertising Departments. Likewise, special promotional materials for a new sales campaign must be given close attention so they will be ready to move simultaneously with sample shipment schedules.

In addition, samples of a new or modified product must be ordered from the production plant in advance of product announcement. They have to pass quickly from Lancaster to district sales offices, resident salesmen, wholesalers and dealers, and ultimately to consumers.

Twice a year Armstrong displays its latest floor tile and sheet goods materials at trade shows held in such key market centers as New York, Chicago, High Point, N. C., and San Francisco. Advance planning calls for samples of each design and pattern to be in the hands of the sales force while the shows are still in progress.

For last winter's market this meant that the new additions included 18 distinctive patterns in tile, 20 in linoleum, 11 in the company's new wall covering, and seven in a new rubber runner. There were 12 new patterns in felt-base rugs and floor covering, and seven in a combination wool, rayon acetate and fiber rug carpet Deltone series called "Deltone." In total, this meant 75 new resilient flooring patterns for which samples had to be cataloged, packaged and shipped quickly to the company's 21 district offices, resident salesmen, and over 1,000 wholesaler salesmen.

In detail, 6,000 sets of 9" x 9" samples and 10,000 sets of the smaller 3" x 3" size were required for each of the 18 tile patterns. In linoleum, some 1,300 sets of 18" x 18" squares were supplied for each of the 20 pat-



see the man from **THE ELBE** LINE

Elbe advertising clipboard creations will bolster business. See the man from Elbe about these miniature billboards. They get inside where buyers write orders.



Every day tons of business forms and memos pass under these sales loaded clips. And every day millions of buying decisions are made with advertising clipboards in hand. Need we say more?

Elbe File & Binder Co., Inc.
FALL RIVER, MASSACHUSETTS

New York Showroom: 411 Fourth Ave.
ONE OF AMERICA'S LARGEST MFRS. OF LOOSE LEAF PRODUCTS



FREE! Write Dept. SM-1 for

TO SELL MORE

WHERE MORE IS SOLD...

IT'S FIRST 3 FIRST!

Heavier advertising effort is necessary in the 3 concentrated city and suburban areas of New York, Chicago and Philadelphia — which account for 18% of all U. S. Retail Sales—because in these areas the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these far-above-average markets *there is no substitute for FIRST 3 MARKETS' solid 62% COVERAGE of all families.*

In addition, the finest Rotogravure and Colorgravure reproduction in the FIRST Sections of the FIRST Newspapers of the FIRST 3 Cities of the United States assures you maximum package and product EYEdentification.

To make your advertising sell *more* where *more* is sold... it's FIRST 3 FIRST!

Circulation in excess of 6,000,000.

The group with the Sunday Punch



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New York Sunday News *Coloroto Magazine*
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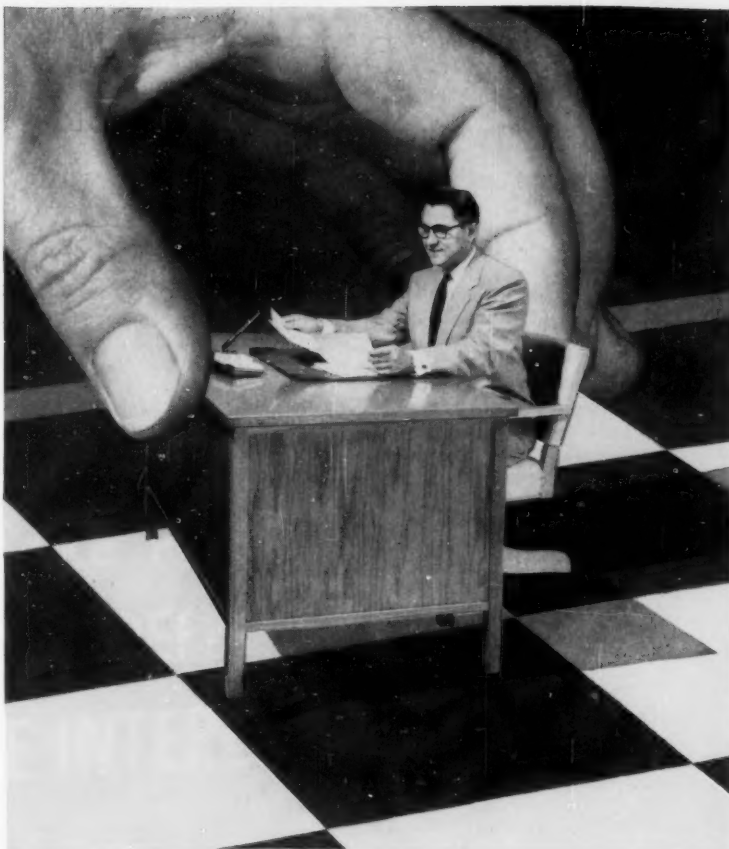


SMART PACKAGING puts more sell in samples for Armstrong. Two examples: (above) Sample box for Insulation Division neatly displays three sizes of LT Cork Pipe Covering, one of the company's new low-temperature insulating products. Cover label gives pertinent information. Labels on backs of samples tell temperature range for which each is used. (below) This time it's a sample book. It contains swatches of many different kinds of gasket materials.



terns shown. In addition, about 1,100 double-fold portfolios, each measuring 18" x 24", were produced for the 11 new wall covering patterns. And approximately 150 sample sets of each of the seven runner patterns had to be collated, cataloged, packaged and shipped. Felt-base rug and floor covering samples, along with those in tile and sheet goods, were prepared from an advance production run in the Lancaster floor plant. Samples of the Deltex fiber rug materials were made up and shipped directly from the plant production line in Oshkosh, Wis.

Filling special order requests from its own and wholesaler salesmen calls for quick action on the part of the Sample Section. Frequently these are received by telephone and teletype. Often the salesman wants the order



MOVING TIP FOR SALES MANAGERS:

Mayflower's Expert Attention Helps Keep Your Men On The Job

● Moving long-distance without their husbands on hand to supervise could be a great ordeal to many wives. But when you employ Mayflower to handle their moves, you can assure them that Mayflower will take over the *full responsibility*. That's because Mayflower men are so well trained, so thoroughly experienced, and so completely equipped. Nothing is left to chance. That's why you can send *your* men on ahead to their new jobs without delay, and without causing family hardship. So, call your local Mayflower agent whenever you have personnel to move!

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS



America's finest long-distance moving service

Executive Gift Plan

TASTEFUL • DISTINCTIVE • GRACIOUS



Say it with
Flowers-By-Wire



Plants and flowers leave a lasting impression... a constant reminder of your thoughtfulness and good taste. Think of flowers *first* this Christmas and every time a business gift is in order. Distance is no barrier — F. T. D. service is world-wide.

It's so easy to Wire Flowers



EASY & FAST. Just call the florist who displays the MERCURY EMBLEM. He takes care of everything in minutes.



WORLD-WIDE SERVICE. 20,000 F. T. D. and INTERFLORA members serve you around the globe.



GUARANTEED DELIVERY. Delivery is fully assured. No worries about it "getting there."

Florists' Telegraph Delivery Association, Headquarters: Detroit, Michigan



filled within 24 to 48 hours. A special showing to a particular prospect is involved and the samples are needed fast. Where long distance telephone calls enter the picture, the material is rushed by air so the salesman will have his samples when he needs them.

Each sample undergoes a rigid inspection before it leaves the Lancaster warehouse. Floor tile and sheet goods, for example, are carefully checked to make sure that each distinctive pattern, subtle graining, and color mix are proportionally represented. This is especially important in making up smaller sizes.

Showing the customer how a product is used on the job is another sample-use frequently employed by Armstrong salesmen. Take "Armaflex," the foam plastic pipe insulation for dual-temperature lines, as a case in point. The salesman's "ammunition" includes a short section of iron pipe with an elbow joint. This is encased in "Armaflex" which has been slit along one side to allow removal and interior exposure. The customer not only gets a good close-up of the product but he sees how it is used on the job.

What about a packaging problem that develops just as a big promotional campaign is about to start?

The Sample Section gets its share of these headaches and they have to be remedied in a hurry.

Recently it had on hand 500 "Temlok" roof deck samples slated for an important wholesaler promotional campaign. Ordinary cellophane packaging tended to crack and rip after the pieces were handled a few times. Following intensive short-run laboratory tests at the company's Research and Development Center, DuPont "Mylar," a transparent plastic film, was selected to do the job. Its characteristics were found to be ideal for that particular packaging operation.

In all, about 67 tons of samples and promotional aids leave the Armstrong warehouse each month. This comes to around 100 individual shipments a day.

The End

NATIONWIDE GIFT CERTIFICATES

NOTE TO EXECUTIVES

Wherever they live... give them exactly what they'd like! Nationwide gift certificates are redeemable in fine department and specialty stores in 48 major cities. We mail directly from your list in GAY HOLIDAY GIFT PAKS in denominations of \$5.00 up. Nominal service charge. A boon for busy executives... saves time and money. Call or write for details.

THE VIZUALL CO., INC.

Dept. S-1 — 34 East 10 Street
New York 3, N. Y. SPRing 7-4470

SALES MANAGEMENT

Six Steps to Successful Selling



■ MORE ADVERTISING HERE MEANS

■ MORE SALES TIME HERE

Business Publication Advertising saves preliminary footwork . . . helps your salesman start on the pay-off steps to an order.

McGraw-Hill Publishing Co.
INCORPORATED



330 WEST 42ND STREET, NEW YORK 36, N. Y.



A ABILITY	B BUSINESS SENSE	C CONCENTRATION	D DETERMINATION	E ENERGY	F FRESHNESS
G GENIUS	H HONESTY	I INGENUITY	J JUDGMENT	K KNACK	L LOYALTY
M MIND-POWER	N NATURALNESS	O OPTIMISM	P PRINCIPLES	Q QUESTIONING	R RUBICAM
S SINCERITY	T TALENT	U UNDERSTANDING	V VARIETY	W WORK	X X-TRA WORK
Y YOUNG	Z ZEAL				

Pick any two (WELL, ALMOST ANY)

26 letters are all you have to write any advertising.

Two of the letters can be a big help in using all 26.

Which two letters would you pick?

Sure hope your choices were . . . **Y & R**



MASS DISPLAY, In high traffic location, sells 91 dozen boxes of Battle Ribbons in two weeks. Bauer & Black salesman was on hand to help set up display, watch customer response, replenish stocks.

Grand Slam for Bauer & Black: "Battle Ribbon" Bandages for Kids

Mothers, youngsters, doctors all cheer—and buy. The idea: Colored bandages that take a child's mind off his "hurt," persuade him to accept treatment and protection.

Bauer & Black Division of the Kendall Co. is the happy possessor of a clean scoop in the ready-bandage industry. The product: "Battle Ribbon" bandages for the kids.

Those cries you hear these days from your youngsters—and your neighbors—are usually not the expressed anguish of a child with a fresh hurt, but cries of delight in being able to wear a bright blue, red, green or yellow bandage with gold stars or jet planes on it.

B & B set off an upheaval in the bandage market in January of this year when, after considerable research, it introduced and promoted "Battle Ribbons" strictly for the juvenile market. There are johnnie-come-lately competitors today, but armies of kids demand the "genuine" Battle Ribbons.

In sales the health field itself is up 17% over last year. But B & B's Battle Ribbons have doubled the company's Curad bandage sales over the late summer and early fall period of

1955. Says Albert J. Hawkes, sales promotion manager: "Every four-week period gets better and better. Now we're running into a big out-of-stock situation among retailers. They can't keep sufficient supplies of Battle Ribbons to meet demand."

On October 1, Bauer & Black put a "dressed up" version of Battle Ribbons on the market, but not because a change was needed to combat a slump. Sales were excellent.

A large self-service drug store set up a "hundred dozen" display in a prominent spot, dressed a mannequin as a nurse and perched it atop the display. Result: 130 boxes of Battle Ribbons sold in four weeks.

The new designs on Battle Ribbons are the result of research: Bauer & Black's hound dogs found that little gold stars appealed to the girls, jet planes to their male counterparts. Along with the new designs the company launched its first full-color advertising of the bandages in *This Week*, *Family Weekly*, and *Parade*.

Reviewing the thinking at the beginning of the Battle Ribbon project, Hawkes recalls that B & B had the basic idea for colored bandages several years ago. "The reason we didn't make them earlier was that we wanted first to establish Curad as a brand name. In 1951 we initiated Curad itself with the announcement that it was the first plastic bandage available. This was in an October issue of *Life*."

A drastic move with great impact was necessary since competition had almost 100% control of the ready-bandage market. Bauer & Black had to come up with a new type of bandage which would emphasize many quality features superior to the old type of cloth and adhesive tape combination. Curad was the answer with its stay-on properties—it is waterproof, washable, flexible, has cleaner appearance. It was first introduced in white, later in flesh color.

Also developed was a new medication for the pad, "Furacin-tyro-thricin," which provided potent advertising copy in terms of fighting all 28 common surface-type wound germs.

"It took four years to establish Curad as an important part of the market," Hawkes says, "and during that time the market went up 62%.

We had established the Curad brand name in people's minds. Then because of increased volume and high use of bandages by children, we felt that the time was right for providing a special Curad bandage for the youngsters."

As a first step, the Curad people obtained samples of brilliant colors and made up sample bandages. "We contacted the kids, surveyed in nursery schools and playgrounds. Results showed that 100% of kids 10 and under preferred colored bandages and, more important, they wanted a *choice* of color, the brighter the better. We decided on four basic hues—red, blue, yellow and green."

Bauer & Black testers also asked mothers for their opinions on colored bandages. First reaction showed 70% in favor of or agreeable to the idea. Hawkes says, "Now after having bandages on the market, we could see from surveys and letters from consumers that we were changing an unhappy experience to a happy one. One woman wrote that her boy had banged his leg, came into the house for a Battle Ribbon, found there were none left, and refused to have his leg bandaged until she bought a new box."

He cited another instance of a woman buyer for a large New York variety store who had repeatedly turned down the Bauer & Black salesman with his Battle Ribbons but took one box home as a gift. Late one evening her brother came in, saying that his young daughter had a serious lesion on her leg. He could not find a drug store open. The buyer gave him her box of Battle Ribbons.

After midnight, the buyer's front doorbell rang. It was her brother again, this time smiling. He reported that he gave the box of Battle Ribbons to his daughter, let her select the color she wished and allowed her to apply the bandage. She quieted down

and, extremely proud of her "badge of honor," fell sound asleep.

The Bauer & Black salesman got a substantial order for Battle Ribbons on his next call at the store.

Again, at the last American Medical Association convention where B & B exhibited, many physicians stopped to tell company representatives of their experiences with the new bandages. "A wonderful thing," was the consensus. "Kids in my office stop yelling when I hand them the box of Battle Ribbons and let them select their own. Now they concentrate on selection while I give them their shots."

Kids Like 'Em

Mothers, too, have reported that their youngsters have improved their first aid habits, cleaning wounds and caring for them. Hawkes says, "We know kids like attention when hurt, and they like bright colors."

George Percy, advertising manager for Bauer & Black, believes that Battle Ribbons are the most interesting product he has handled in some time and the most fun to plan advertising for. He explains that "the name 'Battle Ribbons' came as a result of conferences with our marketing heads and our advertising agency, Leo Burnett Co., Inc., here in Chicago. After testing we knew we had the basic approach. Next we found certain types of designs which tied in with the term 'badge of honor' or 'battle ribbon.'"

On the crisp, damp-proof wrapper of each bandage is the name of that particular "badge." Green ones carry the titled, "Order St. Maurice, Italy." Red bands say, "Legion of Honor, France;" Yellow: "Territorial Force Efficiency Medal, England;" Blue: "Medal of Valor, Italy," etc.

Battle Ribbons were introduced early in the year on the Howdy Doody and Captain Kangaroo television shows. B & B then offered free sample folders of the bands in regular boxes of Curad bandages and added a few full boxes to Curad counter displays. Colors outsold regulars to an extent that made Percy exclaim, "We should have added more! Later, also, the big 69-cent size sold at a better rate than the small box, because kids used them up so fast. But we did advertise that this was not a fad—that we had opened up an avenue of better treatment without increased cost."

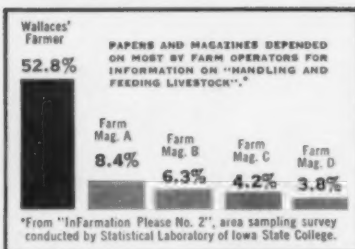
In July Bauer & Black used Arthur Godfrey's CBS morning show (55 TV stations, 201 radio stations) to get across the story to adults which "proved very successful," Percy reports. Now, to push the new design element, B & B has gone back to "kids' TV," mornings and Saturdays (national), plus the Sunday supplements. "Biggest allocation is for TV shows aimed at the youngsters," he says. Reason: "There are no good printed media for kids."

The Captain Kangaroo show, televised nationally weekdays and Saturdays, carries Battle Ribbon commercials from coast to coast. Nine local TV stations with their own programs show Battle Ribbons as a sponsor.

The colorful Battle Ribbons have received free publicity in the nation's press because of the novelty of the idea. Women's sections of metropolitan newspapers have, at their own expense, taken colored photographs of kids plastered with the many-colored bandages and written feature articles on the new bandages. Many writers mentioned Bauer & Black by name, but all called the bandages by their trade name, "Battle Ribbons."

The End

Shake hands with the world's BIGGEST farmers!



FARMERS like H. David Crom of Franklin County, Iowa, are yours to sell through Wallaces' Farmer and Iowa Homestead. They are big buyers because they own more, produce more and earn more — over twice as much as average U.S. farmers. Wallaces' Farmer and Iowa Homestead is the publication practically all of them subscribe to and depend on for all types of farm and home information.

WALLACES' FARMER and IOWA HOMESTEAD

RICHARD S. PIERCE, PUBLISHER ★ DES MOINES, IOWA



SALES MANAGEMENT



September Song



"The days grow short," says the song, "when you reach September..."
But the PHILADELPHIA DAILY NEWS humbly begs pardon of the authors.
Our September days were full and long!

CIRCULATION

- In September 1956, the Philadelphia Daily News was the **ONLY** daily paper to show a gain over September 1955.
- In September, the Daily News had its highest net paid circulation of any September in the past ten years.

RETAIL ADVERTISING

- In September 1956, the Daily News was the **ONLY** Philadelphia daily newspaper to show a gain in retail lineage.
- In fact, the **ONLY** gain among Philadelphia dailies for the four summer month period—June through September.
- In further fact, the **ONLY** Philadelphia daily to gain in 1956... for the nine month period—January through September.

SWEET MUSIC

Yes, the music was sweet for us in September. And in October it keeps getting sweeter. Because circulation keeps climbing as Philadelphia takes the bright new DAILY NEWS to its heart. And retailers, who see what's happening in the precinct of their own cash registers, swing more and more advertising to the DAILY NEWS.

If you'd like to hear sweet music from down our way, follow the lead of smart retailers... *and swing to the NEWS!*



PHILADELPHIA DAILY
NEWS

REPRESENTED BY: REYNOLDS FITZGERALD

New York • Chicago • Detroit • Syracuse • Atlanta • Los Angeles • San Francisco • Seattle • Philadelphia

NOVEMBER 16, 1956

51

Kroehler's Ideal Showroom

It's just about the last word in a functional and dramatic setting for sales. It is organized to communicate merchandising ideas the dealer can adapt to his own operation, and to present promotional materials to help him re-sell.

"Our showroom is worth its weight in sales. It gives our salesmen a chance to sell under ideal conditions and makes an indelible impression on dealers."—Fred Biestman, Vice-President in Charge of Sales, Kroehler Mfg. Co.

In its 35,000 sq. ft. showroom in Chicago's American Furniture Mart, Kroehler management has developed almost a "do-it-yourself" approach to dealer selling. It is a living room large enough to entertain 1,500 guests at one time. And just about that many visit the space daily during Chicago's four annual furniture markets. They come from all over the United States and from foreign countries to preview new furniture designs.

Kroehler's problem during a market is not only to display its furniture, but to display sales tools for the dealer to use in merchandising the furniture. There are room settings and sales aid

displays—from giant color ekta-chrome transparencies to ad carousels—which show the dealer a complete picture of what Kroehler does to help him sell Kroehler furniture.

"We want to make the dealer comfortable while he plans his purchases," says Biestman, "and to show him at the same time how he can increase traffic in his store and move furniture into customers' homes. With this in view, it is important that we have a large display area and the facilities to show him what we have to offer him."

With headquarters in Naperville, Ill., Kroehler has been an integral part of the American Furniture Mart since its inception in 1924. P. E. Kroehler, the company's founder, spearheaded the movement for a building where furniture manufacturers could exhibit during markets.

Since then the size of the Kroehler

showroom has kept pace with the company's growth—now one of the largest furniture manufacturers in the world. Last year it was completely remodeled. Annual maintenance cost is around \$150,000.

The dealer enters the showroom through double glass doors. A large foyer is equipped with reception desks and telephone switchboards. To the right is the Kroehler display area and to the left is the Valentine-Seaver gallery. The latter furniture is a highly styled line manufactured by Kroehler.

New designs are shown in many colors and fabrics. Furniture is grouped in settings, complete with end tables, lamps, rugs and other accessories. They all have a homelike touch. Stylist Adele Whitfield accessorizes the furniture and chooses the background and draperies to harmonize with it.

Because Chicago is the country's wholesale furniture center, the Kroehler showroom in the American Furniture Mart is the largest of six maintained by the company. Others modeled after it are in New York, San Francisco, Los Angeles, Dallas, Highpoint, N. C., Montreal, Quebec, and Stratford, Ontario, Canada.



◀ **PROMOTION** of the furniture pieces that Kroehler advertises nationally is not confined to merely displaying them. Attractive display boards with full-color photographs of the advertisements are also featured.

PRETTY MODELS are used during the furniture shows to demonstrate the easy pull-out of Kroehler Sleep-or-Lounge sofas to interested dealers. ▼



chair on the market today!



CLIP BOOKS of successful dealer promotions and Kroehler advertising mats in color and black and white are displayed for study and use by visiting furniture dealers.

◀ DEALER RELAXES during furniture show in a demonstrator model of the Kroehler Relaxer chair. The chair is fitted with scales to show how the body weight shifts as the chair reclines.



ROOM SETTING is photographed for a national advertisement. Since the showroom has 35,000-square feet of space and a complete range of Kroehler furniture, shots are easy to set up.



ILLUMINATED BLOWUPS of national advertising scheduled for the coming year are featured in this circular exhibit which also shows the dealers the various publications in which the Kroehler advertising will appear.

Peak use of the Chicago showroom is during the major home furnishings markets in January and June. The two pre-market showings, too, are growing in importance because they give dealers an opportunity to plan promotions and order furniture in advance of the seasons. New designs are reviewed in detail by Kroehler salesmen prior to each market.

Sales tools for the dealer are planned in advance of each market and are arranged in dramatic displays for him to study when he visits

the showroom. They include . . .

- direct mail pieces.
- fact tags for the furniture, giving descriptive and care information.
- catalogs with room setting photographs.
- kit containing samples of fabrics.
- radio and television spot announcements.
- full-color and two- and four-color R.O.P. mats.

- window decals for identification as a Kroehler dealer.
- training films for retail salespeople.
- suggestions for window displays.
- promotional mats and ideas for retail floor displays and point-of-purchase tools.
- retail salesmen's pocket-size fact books, giving Kroehler construction principles.
- advance national advertising in color, with a schedule of major magazines to be used.

Full-color photographs of room settings in the showroom are used throughout the company's national advertising campaign. Built-in props include everything from teak paneled walls to fireplaces and picture windows with interchangeable photographic murals for various seasons. These settings are often duplicated by Kroehler dealers in their own stores, with a blowup of the advertisements beside them.



You can lease brand new cars from

ROBINSON CAR LEASING

Division of THE HERTZ CORPORATION

For EXECUTIVES . . . FIELD MEN . . . SALESMEN . . .

Investigate the Robinson Car Leasing Plan. Robinson has been giving the same efficient service for over 25 years, so let them handle the headaches of car ownership and maintenance. Free your capital now tied up in company-owned cars. Robinson handles everything, and, at the same time, puts your representatives in sparkling new cars that lend prestige to them and to your company.

No capital investment. Hundreds of businesses throughout the United States profitably use the Robinson Car Leasing Plan as the answer to automobile personnel problems.

Get full details. Send the coupon below, without obligation, for full information about the Robinson Car Leasing Plan.

Hundreds of businesses now enjoy these advantages:

- New cars at regular intervals—brand new cars supplied at mutually convenient times and places.
- All repairs—Robinson pays all the bills.
- Towing and lubrication—Robinson pays for all of it.
- Tires repaired and replaced—top quality tires the year 'round.
- Complete winter servicing—again, Robinson pays everything.
- License plates—and everything else to comply with local laws.
- Insurance—fire, theft, \$50 deductible collision protection, plus prompt replacement of out-of-service cars.
- Destroyed cars replaced—promptly, minimum time loss.
- Unrestricted mileage—for both business and pleasure.
- All these plus—no bookkeeping problems, no capital tied up in automobiles, greater goodwill for your business, happier personnel driving sparkling new cars.

ROBINSON CAR LEASING

Division of THE HERTZ CORPORATION

SEND THIS COUPON!

To: Robinson Car Leasing Division of The Hertz Corporation, 218 South Wabash Avenue, Chicago 4, Illinois. Please rush information on how we can start saving capital with the ROBINSON CAR LEASING PLAN.

Name.....
Company.....
Address.....
City..... Zone..... State.....
The number of cars we operate is.....

Dealer Benefits

The national advertising schedule displayed in the showroom helps the dealer to schedule his orders to coincide with Kroehler's carefully timed advertisements. Seasonal slumps are thus avoided.

For each market displays are designed to point up particular selling features to the dealers. For example, construction was the theme for the June market. Cutaways for furniture pieces were shown to illustrate the nine Kroehler "Plus Built" features.

Another example of visual selling was the use of a Kroehler Relaxer, a reclining chair mounted with scales. This was a "do-it-yourself" exhibit to demonstrate how the body weight shifts as the chair is moved. Although such exhibits are interesting, Kroehler needs no gimmicks to attract buyers. Weeks in advance of a market the company's 150 salesmen schedule appointments with their customers, either in the Chicago showroom or in one of the other six showrooms.

Through this personalized service the dealer's needs are taken care of by the same salesman who calls on him throughout the year.

Between markets, too, the Kroehler showroom in Chicago is a busy place. All company executives have their Chicago offices there. And local sales representatives transact business there throughout the year.

The End

HOUSTON now FIRST

**in city zone population standings
of daily newspaper cities...
500,000 to 1,000,000**

...as listed in
Standard Rate
& Data Service

500,000 to 1,000,000 (22 cities)

**WAS
7th**

Cincinnati, Ohio	883,576
Milwaukee, Wis.	866,960
Minneapolis, Minn.	804,883
San Francisco, Calif.	790,548
Buffalo, N. Y.	755,948
Kansas City, Mo.	750,328
Houston, Tex.	730,465
Seattle, Wash.	721,000
New Orleans, La.	720,074
Denver, Colo.	686,103
Nassau Co., Long Island	672,765
Atlanta, Ga.	671,646
Miami, Fla.	632,637
Oakland, Calif.	620,963
Dallas, Tex.	609,470
Louisville, Ky.	602,511
Jersey City, N. J.	591,822
Birmingham, Ala.	566,423
Indianapolis, Ind.	551,777
San Diego, Calif.	519,498
Providence, R. I.	513,275
Columbus, Ohio	502,690

**NOW
1st**

500,000 to 1,000,000 (22 cities)

Houston, Tex.	†924,318
Cincinnati, Ohio	883,576
Milwaukee, Wis.	866,960
Minneapolis, Minn.	804,883
San Francisco, Calif.	790,548
Buffalo, N. Y.	755,948
Kansas City, Mo.	750,328
Seattle, Wash.	†721,000
New Orleans, La.	†720,074
Denver, Colo.	†686,103
Nassau County, Long Island	672,765
Atlanta, Ga.	†671,646
Miami, Fla.	632,637
Oakland, Calif.	620,963
Dallas, Tex.	†609,470
Louisville, Ky.	†602,511
Jersey City, N. J.	591,822
Birmingham, Ala.	†566,423
Indianapolis, Ind.	551,777
San Diego, Calif.	†519,498
Providence, R. I.	†513,275
Columbus, Ohio	†502,690

It's File 13 for those old Houston 1950 population figures. Current population estimate for Houston A.B.C. city zone is now 924,318!* Almost 200,000 more people than in 1950. With this 26.5% population increase in the Houston city zone, one shining truth becomes apparent—**YOU CAN'T COVER HOUSTON WITHOUT THE POST.**

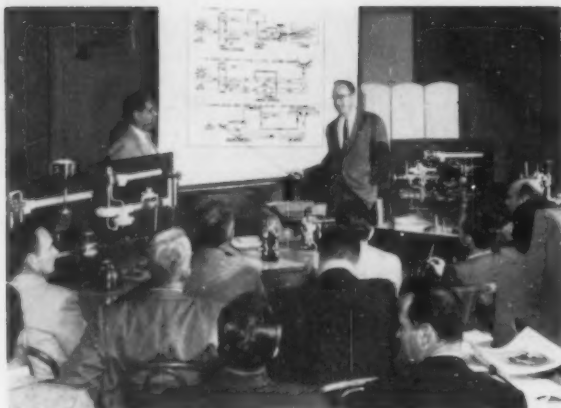
The Houston Post has done the best job of keeping pace with Houston's rapid population growth. It has the *largest circulation gain, 1950-56.*

Get the *new facts* on Houston, where the trend to The Post grows and grows. See your Post salesman or your Moloney, Regan & Schmitt representative.

*Based on information obtained from city officials, city zone increase to 924,318 as of February 1, 1956.
A.B.C. Publisher's statement for six months ending September 30, 1956.

YOU NEED THE HOUSTON POST TO COVER THE HOUSTON MARKET

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT



CUSTOMERS ARE ENTHUSIASTIC . . . because the local distributor, being trained, is now ready to render quality of service they expect on Malsbary equipment. Malsbary



salesmen are happier now because they can plan sales development call plans and stick to them, instead of being pulled off to handle too many emergency calls.

Malsbary Reaps Multiple Benefits From New "Service Center" Setup

Biggest dividend for this maker of steam cleaning machines: Salesmen can now concentrate on creative selling.

BY MICHAEL K. DUGENER

General Sales Manager, Malsbary Manufacturing Co.

We are getting a lot more concentration on selling from our district sales managers since we set up, a few months ago, what we call our Authorized Service Centers.

We're easing some other problems too.

Top management at Malsbary Manufacturing Co., headed by our president, A. E. McIntyre, realized earlier this year that we needed a more efficient setup for servicing customers using our steam cleaning machines.

Our district sales managers (that's our name for our salesmen) were often forced to interrupt a well-planned sales itinerary because of an urgent call on a service emergency. There was a conflict then between the desire to go after the new business and the need for keeping an existing customer happy.

We concluded that the establishment of service centers would:

1. Take service problems off the

backs of our men. Thus they would have more time to spend working with dealers and dealers' salesmen.

2. Keep customers sold. (This is the sixth step in selling, usually overlooked in the formula: Contact, Arouse Interest, Create Preference, Make Specific Proposal, Close Order, *Keep Sold.*)

3. Help us combat requests for special discounts on quantity and national accounts sales by showing ability to service over the entire country.

The decision was made in March of this year to develop a string of authorized service centers across the United States and in parts of Canada. We set up a rather stiff set of qualifications: To qualify, a dealer must meet these minimum requirements:

1. Maintain a stock of Malsbary parts suitable to the needs of the Malsbary units in use in the area serviced.

2. Have a full-time service man

in the organization who has completed a course at the Malsbary Service Training School.

3. Have a Malsbary steam cleaner available, ready to roll to the user to fill in during emergencies.

It turned out to be not too difficult to get service centers to stock parts and put in rental cleaners. The really hard part was getting good service men.

To make sure the Authorized Service Centers had adequately trained service men, the factory had to train them. We developed a two-day Mobile Service Clinic. We announced objectives, details, and told how those interested might participate. ("Coming! Real Help.")

The first clinic was conducted in June in Oakland, Cal. Then the clinic was taken on a tour of the U. S. and Canada in a Ford panel truck (see photograph). The program calls for the "schools" to be held in 43 cities by the end of this year. Attendance so far has averaged 18 persons per session.

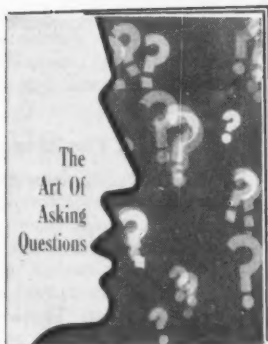
Each service clinic is a two-day affair and is held in a first-class hotel not at a dealer's place of business. This guards against interruptions and lends prestige to the meetings. District sales managers participate in the expense by providing:

1. The meeting room.

2. Lunches, coffee break and some-

How many of your men control their sales interviews?

**Outstanding salesmen
do it naturally. But almost
any salesman can learn
a simple and effective way
to control sales interviews;
to guide them to
successful conclusions.**



Helping salesmen acquire the gentle art of controlling their sales interviews is but one of the many ways in which the *Research Institute* method helps salesmen improve their sales performance. Years spent in testing thousands of salesmen served to isolate the essential elements of successful selling...pointed the way to a new "whole man" concept of developing these highly desirable sales attributes in men who have not come by them naturally.

This new approach to sales development is different from anything you have ever seen. It is not just a sales training program. It is not a plan designed to *replace* anything you are doing now. It is simply a way to squeeze more profit out of everything you are now doing.

See for yourself; send for the free Sales Analysis that shows how to control sales interviews through the art of asking questions.

This typical R.I.A. Sales Analysis demonstrates how proper questioning can be used at all stages of a sales interview as a guide to a satisfactory conclusion. It illustrates how skillful questioning can reduce the pressure of an interview, keep the ball rolling and evoke participation. It demonstrates how ten distinct and separate types of questions serve to smoke out facts, hidden objections, reactions, attitudes, and progress of the sale, so that a salesman logically steers the sales call to its intended destination.

A copy is yours for the asking.

A few of the thousands of companies now profiting by Sales Membership in Research Institute

Bowes "Seal Fast" Corp. • California Spray Chemical Corp. • Carpenter Steel Co. Collins Radio Co. • Consolidated Freightways • Dohrn Transfer Co. • Gould-National Batteries, Inc. • John Deere Plow Co. • Maxwell House Div. — General Foods Minneapolis Honeywell Regulator Co. • Morse Twist Drill & Machine Co. • Oxford Paper Co. • Philip Carey Mfg. Co. • Pillsbury Mills, Inc. • Schering Corp. • Square D Co. • Twin Disc Clutch Co. • Valvoline Oil Co. • Western Printing & Lithographing Yardley of London, Inc.



Research Institute of America

SELLING AND MERCHANDISING DIVISION
589 Fifth Ave., N. Y. 17, N. Y. • PLaza 5-8900

Research Institute of America
Selling and Merchandising Division, Department 25
589 Fifth Ave., N. Y. 17, N. Y. • PLaza 5-8900

- ☐ Please send me the free Sales Analysis, "The Art Of Asking Questions."
☐ I'd like to hear more about how other companies use your new sales development plan to improve their own sales programs.

Name _____

Title _____

Company _____

Street Address _____

City _____

Zone _____

State _____

Seeing is the most convincing sense your audience has. Let them see your ideas and your products—and their advantages—with a good visual presentation.

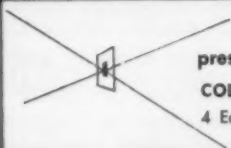
from idea to finished slides

SLIDES FOR THE VU-GRAPH 55

and Other Overhead or Slide Projectors.
Film Strips . . . Duplicates . . . every form
of Presentation Photography.

For the few who demand the

FINEST IN VISUAL PRESENTATIONS



presentation photography by **sandak**
COLOR ILLUSTRATIONS, INC.

4 East 48th Street, New York City 17, MU 8-2460

THE QUAD-CITIES

NOW OVER

1/4 MILLION PEOPLE

WITH

57% ON THE ILLINOIS SIDE

ROCK ISLAND • MOLINE • EAST MOLINE

where 9 out of 10 families read

THE ARGUS or THE DISPATCH

Quad-Cities' Largest
Combined Daily Circulation

The Moline Dispatch
The Rock Island Argus

THE ALLEN-KEAPP CO. National Representatives



times dinner for those attending.

3. Entertainment, if this is added to the program.

The district sales managers do more than share expenses. Following a prepared outline, they emcee the event and carry a substantial part of the program, other than that assigned to the service engineer. As it has worked out in the field, the dsm's have found it helpful to invite both service men and dealer salesmen to the meetings. These benefits have been noted:

The clinic impresses salesmen with the fact that their own service organization can back them up when service problems arise.

The dsm's introduction of the program and definition of the clinic and its aims impresses dealers' service men with the importance of being qualified to handle all steam cleaner service problems.

In the conduct of the clinics, it was planned originally to stick strictly to the outline. But as the instructors went along they found it helpful to give more time to discussing field problems and comparing Malsbary and competitive machines. Fortunately, the original outline proved flexible enough so that adapting the program to the territory became chiefly a matter of talking over local questions as stimulated by the instructor's discussion. Plenty of visual aids were used. For example:

Drawings Plus Models

Engineering drawings projected by an opaque projector made by American Optical Co.

Cutaways of parts.

Working models.

Attendance at each clinic was kept low (five to 31) so that everyone could ask questions and take part in the discussion.

To keep the clinic in the field for a six-month period, the leaders, Robert J. Lorain and George Karikas, are taking turns. One conducts the schools for a certain period, then flies back to the factory to be relieved by the other. We have averaged seven clinics a month.

A "Malsbary Technical Manual" containing all the material covered by the clinics has been shown and sold (priced at \$10) at the clinics. Practically every one of our Authorized Service Centers has at least one copy.

Certificates are awarded to each person completing the clinic who, in the opinion of the instructor, is considered qualified. Mere attendance does not rate a certificate.

We often invited representatives

SALES MANAGEMENT

of detergent companies to sit in on the clinics. This gives these men a chance to learn what makes a steam cleaner "tick" and has paid off already in new respect for the job Malsbary is doing in service.

The service clinics have contributed so much to the effectiveness of the Authorized Service Centers that we plan to repeat them next year. They will serve as a refresher course for those who have attended before, and will provide training for the new men.

Service clinics are only one part of our service program to free district sales managers for more selling effort. To develop what we consider well-rounded service, Malsbary has set up a factory service department, separate from sales, to handle service exclusively and take this out of the hands of the dsms. While the service department still gets plenty of problems from the territories, there has been a noticeable decrease in requests for emergency help since the mobile service clinics took to the field.

Right to Service

We believe that our customers have a right to expect service. That's why we attach so much importance to this new program. We believe, too, that every one of our machines should be sold at list price—that is, profitably to our representatives and the company. When talking with national accounts and prospects, it has done a lot for us to be able to stress the availability of service anywhere one of our steam cleaners is in use.

National accounts, even though buying in large volume, pay the same full price as any smaller customer, and Authorized Service Centers in territories where the cleaners are installed are assigned the service responsibility, including installation. The centers are paid for this service in line with a rate schedule developed by the company.

Simultaneous with this service program, Malsbary cleaned up its dealer organization by dropping all non-stocking dealers. *Non-stocking dealers are a costly luxury.* We now have 980 stocking dealers, 175 of whom are Authorized Service Centers. Those who are not Authorized Service Centers must be capable of supervising installations and rendering warranty service, or must make arrangements with the nearest Authorized Service Center to handle such service. This is a major means for keeping customers sold.

To promote the service program, our advertising agency, George C. McNutt Advertising, Oakland, Cal.,



WITH THE



VU-GRAPH 55

VU-GRAPH 55, the new portable Overhead Projector, communicates your sales ideas quickly and accurately. It projects transparencies and overlays in brilliant color. Even projects your own writing *as you write!* Weighs only 18 lbs. in durable case. \$155.00 complete. Write for a Free pamphlet.

CHARLES Beseler COMPANY
EAST ORANGE, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF OPAQUE AND OVERHEAD PROJECTION APPARATUS

WKOW-TV

MADISON'S FIRST TV STATION

PRIMARY  AFFILIATE

Serving over 100,000 non-duplicated ABC homes

Call Headley-Reed TV for the comparative coverage story

WKOW-TV

MADISON, WIS.



Moving? Call...

Your **ALLIED** agent



no.1 specialist in packing!



(moving and storage, too!)



Packing is an art that your Allied Agent has developed through years of experience. He has specially designed containers and padding materials to assure the safest handling of all household goods.

ALLIED VAN LINES • WORLD'S LARGEST LONG-DISTANCE MOVERS



FREE Booklet to help you plan your next move. Get your copy of "Before You Move" from your local Allied Agent. See classified telephone directory. Or write Allied Van Lines, Inc., Broadview, Ill.

prepared a special promotion packet for the service centers containing:

Decals for window, door and/or truck.

Card to announce appointment as Authorized Service Center.

News release copy.

Directory of Authorized Service Centers.

Separate news release to business-papers, announcing the Authorized Service Center directory, the mobile service clinic and the Technical Manual.

A special advertisement of the centers, plus reference in other advertising copy.

In addition to this promotion to the trade, we energetically merchandised the program to our own 31 district sales managers.

Early Reactions Good

It is too early to give a complete picture of the effects of this program. But we do know that:

1. Our dsms can now concentrate on sales.

2. Customers are enthusiastic. Here are some comments that prove it: "When they [Malsbary cleaners] do need repair, your authorized service centers get there like a fire engine." (Car wash systems manufacturer.) "After changing to Malsbary 230's we aren't getting complaints on breakdowns or lack of service when needed." (Another car wash systems manufacturer.) "... have never before had the good fortune of purchasing from a manufacturer who is so obviously concerned with the operation of his product." (Canadian user.) "Also, it's very pleasant to know parts and service are available from the distributor, in case any emergency might arise." (New England user.)

3. A sizable increase has been noted in parts business. While a considerable portion of the increase represents stocking orders, we expect this business to continue because much of the repair parts business previously went elsewhere.

4. Merchandising of the service program has increased prestige of the line and made present dealers more enthusiastic. They've always felt that Malsbary made a top quality product; now they know there's a complete program to back up the line.

5. District sales managers have found the new service program helpful in signing new dealers and revitalizing old ones.

The End



How well do you know the Boston market?

There's something special about Boston. How many of the special places, people, and things you see pictured above can you identify?

- A. WEEI Radio's own Carl Moore.
- B. An exhibit of early American door handles, Old Sturbridge Village, Mass.
- C. Roadside stand near Buzzards Bay.
- D. Sign on shop in Scollay Square.
- E. House flags of Boston merchants.
- F. Profile, early American cigar store Indian, Old Sturbridge Village.
- G. Steeple of Old North Church toppling during Hurricane Carol, 1954.
- H. Li'l Abner, a product of the fertile imagination of Boston artist Al Capp.
- I. Drop of milk falling on a hard surface, photographed by a new process at the

Massachusetts Institute of Technology.

J. Sign on barn near New Bedford.

K. Sacred Codfish, symbol of Boston's earliest staple. New State House.

L. WEEI's Priscilla Fortescue with Gregory Peck, in London.

M. Tombstone in Gloucester Cemetery.

N. Cover of the original Bunker Hill Quick-Step music sheet, 1836.

Don't feel badly if you didn't recognize them all. No one knows the Boston market as WEEI does—especially the buying habits and brand loyalties of the Boston people. WEEI has been around the land of the baked bean a long time—long enough to know that the Boston cus-

tomers takes an awful lot of convincing. Once you've won his trust, he's likely to be your customer for life.

WEEI already has won that trust for the products it advertises. When you have something to sell in that special Boston market, call CBS Radio Spot Sales or WEEI Radio.

Credits: B, C, F, J, M—Standard Oil Co., N. J.; H—United Features Syndicate, Inc.

WEEI



SHOES ALONE CAN'T DO THE

Ask yourself: Does your salesman do all this?

Does he make all the dealer calls he should?


Does he regard his calls simply as routine?

Does his selling slow down or stop when the prospect becomes a customer?


Does he educate the dealer's sales personnel?

Does he realize that keeping dealer-customers (and developing them) is far more important than getting new ones?

These are just a few questions you must ask—and answer—when you consider what your advertising to the dealer *must* do today to make up for inadequate personal selling.




We're sorry to say leather alone can't lick the job — of selling the dealer today. Especially is this true in the lumber and building material field. Today it takes more than personal foot-work to do your sales-work.




Why? Because the dealer may be the same — but his business isn't. It has changed — markedly. The size and scope of his operations have broadened. What's more, there has been a big increase in the number of *new* product categories; and a big increase in the number of manufacturers in the *old* categories. More manufacturers today are firing away at the lumber and material dealer.

Result? Three times as many salesmen are clamoring for his time and attention — and *not* getting it. True, your salesmen go on *calling*; but they can't go on *selling* because the dealer hasn't time to listen.

JOB...



There's only one answer: Strong, supplementary selling which only advertising can do — in all territories, and at no more than the cost of a good salesman. This advertising should be filled with meat and meaning; should be adequate and consistent. It should tell your product story in detail; do a *real selling job*. In fact, do the job your salesman would do *if* he could.



Watch the companies forging ahead today with lumber and building material dealers — and you'll see this is exactly the kind of job they're doing. And they're doing it in the magazine that rates highest in the respect and confidence of these dealers: BUILDING SUPPLY NEWS.

BSN reaches *more* dealer establishments; knows their needs; serves them better. Small wonder BSN is picked by *more* advertisers, carries *more* advertising volume than any other magazine reaching dealers — and at lowest cost!



BUILDING SUPPLY NEWS

Published at Building Industry Headquarters:
Home of Practical Builder and other
leading building industry magazines.

© Industrial Publications Inc., Chicago 3.



THESE BEARDED PROPHETS . . . forecast Ronson's ad plans. Beginning this month the firm will shave beards like these in local retail stores, to sell its new Ronson 66.

These Eager "Beavers" Collected—from Ronson

There are any number of reasons for growing a beard: laziness, receding chin, plain old ego. And there are any number of reasons for shaving off the beaver: electric razors, I'll-go-straight-home-to-mother-if-you-don't. And a chance to make \$5,000. Yep, \$5,000—just for having the beaver shaved in front of television cameras.

Around the first of October, The Ronson Corp. staggered the bearded population of the Metropolitan New York Area by running a little ad in newspapers. "Wanted," it read, "Men With Beards . . . will pay \$5,000 an ounce." Ronson, the ad continued, would pay that toothsome sum for the privilege of shaving a beard on its CBS-TV network Playhouse 90 program (Thursday, 9:30-11 p.m.). Entrants had to be at least 21, have owned the beard for three months or more. The winners—there would be three—would receive, in addition to the dough, an all-expense trip to Hollywood and a two-day stay at the Beverly Hills Hotel. Merely send name and address, concluded the ad, a few strands of the beard, plus your occupation and snapshot.

Later that week a second ad ran.

It mentioned that the rallying point for all would-be shorn lambs was the lobby of the Look Building, at 1 p.m., October 1.

"The lobby that day looked as if the House of David team had arrived—with recruits. You never saw so many beards in your life!" We were told this by Bernard Dwortzan, advertising manager for Ronson. "We even had three bearded ladies who applied!"

Dwortzan explained that Ronson had several reasons for this hirsute contest. "People were still inclined to think of Ronson exclusively as a manufacturer of lighters. We wanted to establish in the public's mind the fact that we manufacture a fine electric shaver. And we wanted to furnish graphic proof that only the Ronson shaver, with its special design, can shave a full growth of beard, however heavy."

So Ronson decided to do the unprecedented: It planned to shave a full beard "live," as Dwortzan says. Which means, not on film—an easier and less accident-prone operation.

And there was Ronson, with a lobby-full of whiskers and a veritable

cross section of Americana. Either on the spot or by application, in addition to the bearded ladies, were a foreign correspondent, a couple of Bowery bums, a football star from South Dakota State College, a professional Santa Claus (who wanted \$50,000 to let Ronson shave his beard, it being his means of livelihood) and a college professor. Upstairs Ronson had a bevy of experts to test whiskers for authenticity and to screen the applicants.

In the meantime, said Dwortzan, the Ronson switchboards were knocked out by applicants, news services, disc jockeys and a few stalwarts who called to complain that Ronson was tearing down the last bastion of man's maleness. Two hundred applicants had showed up for the screening, all fairly twitching at the thought of \$5,000, painlessly earned.

Beards: Lighter Than Air

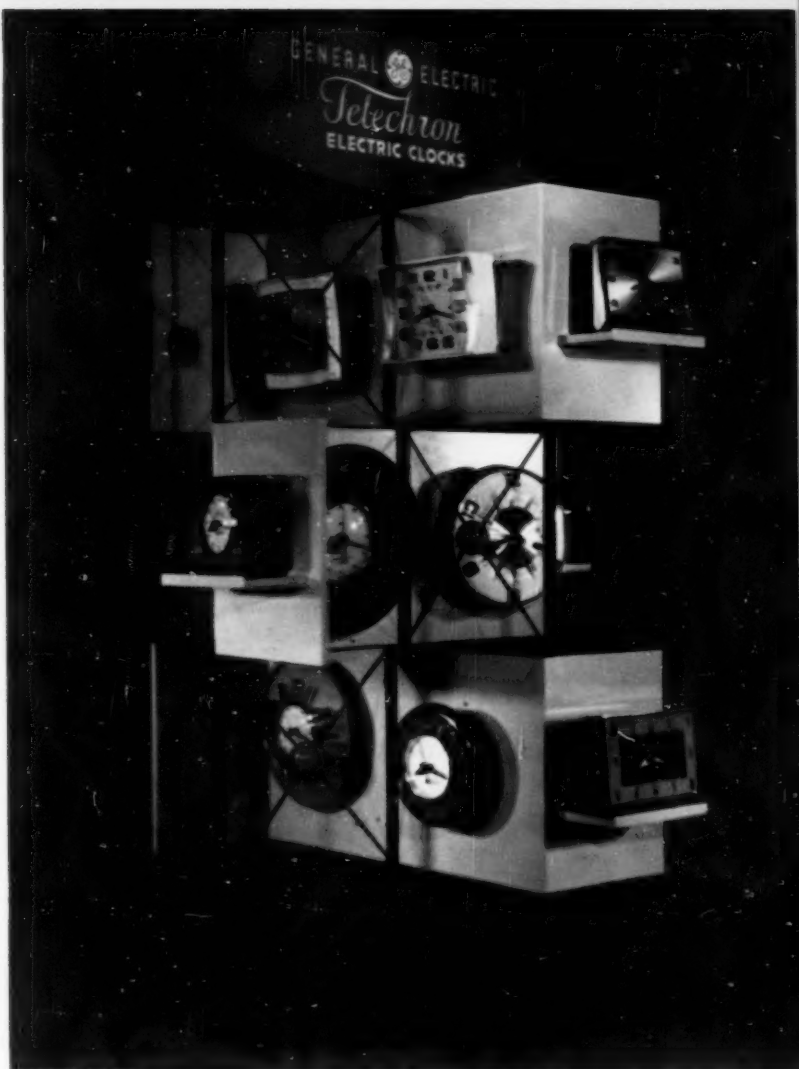
"Actually," says Dwortzan, "there probably isn't a beard in captivity that weighs an ounce." Beards are lighter than a humming bird's kiss, in case you didn't know. You would probably have to grow a beard to your feet to have it weigh in at one ounce. This is borne out by the first of the three winners. A New Jersey carpenter named Glover had the heaviest of the three winning beards. It tipped the scales at exactly half an ounce. He got \$2,500. The second winner, a 42-year-old gas and electric service maintenance man from White Plains, N. Y., sold his all for \$1,763.50. And a Glendale, Cal., policeman was handed a check for \$1,058.

Of course Ronson reaped a harvest of publicity on its contest. The company sent releases to major newspapers, wire services, overseas press services, college newspapers, the business press. And the clippings that came back seem to prove that beards have a positively morbid fascination for people. Even the Australian press picked up the story. Ronson lost a few potential customers for its 66 shaver. For some bearded men who had felt a bit sheepish began to positively flaunt their adornments.

Ronson has run off its live-shaves within the past few weeks and has the operation on films for future commercials. But it got something extra out of the deal: Now the firm has a master list, by cities, of bearded applicants. It is thinking of using some of these bearded ones for local TV commercials.

But these also-rans won't get \$5,000 an ounce for their glories. "A flat \$50," says Dwortzan. "And you'd be surprised how many bearded men are willing to sell their all for 50 bucks!"

The End



THE *Magic of Motion* CATCHES HER EYE . . .
***Modern Design* INVITES HER TO BUY!**

THIS IS THE CRUCIAL MOMENT . . . the moment of decision. Will the customer say "Yes" or "No"? All other phases of production and distribution merely lead up to this instant. That's why "sales-power" is so important in a point-of-purchase display. That's why the

makers of General Electric Telechron clocks called on GARDNER to create this revolving display. They wanted the utmost in creativeness and craftsmanship . . . and they knew exactly where to go! Let GARDNER solve *your* exhibit problems. Mail coupon today.



**GARDNER
DISPLAYS**

477 Melwood Street, Pittsburgh 13, Pa.

DETROIT CHICAGO NEW YORK

*World's Largest Designers and
Builders of Trade Show Exhibits*

GENTLEMEN:

Yes, I would like to know
how 3-dimensional merchandising
can increase my sales.
Please send me your booklet.



Name

Company

Address

City Zone State



There's really nothing complicated about good business advertising. You just take your best sales approach  and feature it in the publications  read by worthwhile prospects in your best markets, so that it reaches a lot of them all at once—and often.

The only thing that's complicated is finding out, in advance, which sales approach



market...



will work best with the prospects most important to you in each separate



Even that can be easy (for you) when you put our "ditch diggin'" sales investigators on the job to talk to your prospects and dig out the things they never tell your salesmen... what they really think about your products and your company... what they really want to know about products like yours.





Then, with much of the guesswork eliminated, we help you shoot the right sales message to the right bull's eye through

the right media. The Schuyler Hopper Company, 12 East 41st Street, New York 17, N. Y.

LExington 2-3135. "Ditch Diggin' Advertising that sells by helping people buy."

There are some valves that Crane doesn't make



but Crane makes more valves  than anyone else

CRANE VALVES

Crane Co., General Offices, Chicago 5, Illinois • Branches and Wholesalers in all areas

VALVES • FITTINGS • PIPE • KITCHENS • PLUMBING • HEATING

Because of this unique ad campaign, lots more people NOW know that Crane makes valves, TOO.

Based on a case history in Crane's files



"the boss was
BURNING"

"And who wouldn't!—with the problems we were having with piping!"

"We couldn't hold the necessary vacuum. In our business—refrigerators—a dehydration process requires line vacuum within a few microns of absolute. Valve failure was our trouble. We tried other valves. One type failed in 3 months through diaphragm collapse. Another leaked at the diaphragm-to-stem connection. Production losses and high maintenance costs kept mounting. The boss was burning up! And we began looking harder for the right valve."



"We found it—the Crane Packless Diaphragm valve. In a word, it worked. These Crane diaphragm valves have positive bonnet sealing and seating. They operate easier and their diaphragm lasts longer. For 2 years now—with no maintenance needed—they've stayed tight in our vacuum lines."

Better valves and fittings for every flow control need—that's your advantage in specifying from the big, complete Crane line... quality leader for a century... known everywhere and available everywhere to help you hold piping costs to a minimum.

CRANE VALVES & FITTINGS

PIPE • KITCHENS • PLUMBING • HEATING

Since 1855—Crane Co., General Offices: Chicago 5, Ill. Branches and Wholesalers in All Areas

Conservative Crane Takes a Fling At Cartoon Ads for Valves

They're bright, have high attention value, have stirred much favorable response. Object: To stress the fact that Crane is the world's largest manufacturer of valves and fittings. The name, to most people, stands for bathtubs.

How about advertising that's not meant to "sell?"

Crane Co., 101 year-old manufacturer of plumbing supplies and industrial valves and fittings, went out on a limb the first of this year and adopted the unheard of, for it, cartoon-type advertising in *Newsweek*, and cartoon-case history full-pagers in

Business Week. Result has been an avalanche of favorable opinion from a public which now knows "there are some valves that Crane doesn't make—but Crane makes more valves than anyone else."

This campaign applied only to valves and fittings because, as Advertising Manager Joe Jentz says,

"We haven't got the job to do on other products." Crane has spent \$26 million to make its name synonymous with plumbing and fixtures, and within four years with the use of mass media, Jentz believes, the "more valves" theme should become firmly implanted in people's minds.

Why mass media to advertise industrial products? Jentz answers: "The reason is that few people recognize Crane as the world's largest manufacturer of valves and fittings instead of bathtubs and plumbing. This fact has not been getting the recognition it has deserved.

"We go into *Newsweek* with more than a million circulation in the popular magazine field, but it also has a

large circulation among industrial executives. Through this mass weekly we are now reaching both publics." *Business Week* is directed more specifically to the executive, thus the case history type of "success story" in the copy. Both magazines will have carried 13 full-page, two-color advertisements by year's end.

While *Newsweek* and *Business Week* have been carrying the straight cartoon and cartoon-case history advertisements respectively, the third type, or straight case history-success stories with Crane valves, continues

to appear in magazines within the trade such as *Mill & Factory*, *Power*, *Oil & Gas Journal*, *Power Engineer*, *Chemical Engineering*,—all markets for piping, valves and fittings. (Total ad budget is \$2,762,000.)

As Jentz says, people who read advertisements in their own business magazines are looking for "the meat, not the feathers."

Much favorable reaction to the new look in Crane advertising has come from the company's 150 branch houses and 800 wholesaler-jobbers. Here enters the "merchandising the

advertising" phase. To exploit the wholesale personnel, Crane created a mailing piece in large booklet form titled: "Crane makes more valves than anyone else—WHAT DOES IT MEAN TO YOU?"

Other manufacturers, too, expressed interest in this sharp departure for rugged old Crane. One which did get into the act, with the sanction of the originator, was C. G. Conn Ltd., makers of musical instruments, Elkhart, Ind. Conn used the "some valves Crane doesn't make" ad showing a bulbous tuba player, and put on its own tag line, "Three guesses who makes the most musical valves." Other than creating interest, the ads seek no inquiries. Their main purpose is to impress the "largest" fact.

The Buchen Co., Chicago, through Account Executive and Vice-President Henry Tymick, along with Joe Jentz, presented the unconservative program to Crane conservative management. At first the cartoon idea was rejected because it did not seem to fit into the long-conservative scheme of things in the company.

Hesitant at First

The new look in Crane advertising was "backed into" gradually. Jentz and Tymick were convinced that it would be of stopper value and would be more palatable for the reader. Thus with some possible misgivings on the part of management, the first two-color page ran in a January issue of *Newsweek*, showing a big, red heart with the simple copy explaining that "There are some valves that Crane doesn't make, etc." Next showed "Old Faithful" in operation through one of Mother Nature's valves, followed by a humorous elephant blowing water through his trunk valve. Just before the Christmas season, Santa Claus will be shown blowing up a basketball with a hand pump. All carry the same legend, with only a small illustration of a Crane valve at the bottom of the page.

Today top management is sold on the cartoon presentation, according to Jentz, and he sees no objections from the "brass" to continuing just such an advertising program.

Crane's president, Frank F. Elliott is the ex-sales vice-president and knows a good thing when he sees it, realizing that valve copy can be as unglamorous as valves themselves. Even Steve Allen on his "Tonight" show over NBC-TV got his laughs from the advertisement showing a cow being milked: "There are some valves that Crane doesn't make."

The End

You can't go wrong with our right arms...



• SALES TRAINING PROGRAMS

• VISUAL SALES PRESENTATIONS

• PROGRAMS FOR SALES MEETINGS

• FIELD SALES RESEARCH

• Sales Training Programs from A to Z including idea-absorbing audio visual aids, filming, transparencies, graphics, training manuals.

• Visual Presentations and Planned Promotion Programs based on fresh selling ideas.

• "Tailored" Programs for your own sales meetings, distributor and dealer meetings (including scripts, visualization, artwork, photography).

• Field Sales Research to uncover sales problems, check on effectiveness of salesman's approach and presentation as a basis for any sound sales development program.

Hile-Damroth is a "shirtsleeve team" (in its tenth year) working toward increasing sales efficiency — making your sales force more effective at the point of call. Let us show you how we can supplement your current program to give you even more profitable sales.

Send for our illustrated brochure on how to "Chart Your Course to More Profitable Sales"

HILE-DAMROTH, INC., Sales Consultants

270 Park Avenue • New York 17, New York • PLaza 5-2078

"Yeah, but what about Texas and Oklahoma?"

Progressive Farmer, in a recent "influence" survey among "county agents" of 16 Southern states, showed The Farmer-Stockman in third place among all farm magazines that circulate in the area studied.

All of the 1143 returns were supposed to have come from county agents, who are *not permitted* under the terms of their public employment to take sides in a competitive situation.*

It is remarkable that The Farmer-Stockman, claiming to cover only *two* of the 16 states surveyed, scored near the top—even with *all* 16 states included.

Look at coverage figures from Publishers Statements to the ABC for June, 1956, and it becomes crystal clear who's doing a farm selling job in Texas and Oklahoma.

Look at it first for total coverage:

	Total Farms	Progressive Farmer Circulation	Farmer-Stockman Circulation
TEXAS	292,947	251,286	247,023
OKLAHOMA	118,979	55,742	117,272
Total	411,926	307,028	364,295

Now take a peek at *on-the-farm* readership as revealed by officially audited RFD figures:

	Total Farms	Progressive Farmer RFD	Farmer-Stockman RFD
TEXAS	292,947	128,730	162,214
OKLAHOMA	118,979	35,847	81,585
Total	411,926	164,577	243,799

Marketwise, Texas and Oklahoma are the best of the South. For advertisers who are out after more sales in rural Texas and Oklahoma, there's one best buy. That's The Farmer-Stockman.

*We will be glad to show you letters from Texas A&M College, and Oklahoma A&M College on this very subject.

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

FIRST where a farm magazine ought to be FIRST . . . on the farms and ranches of the Southwest!



RAILWAY EXPRESS AGENCY

uses businesspapers
to dramatize
their service story
and increase sales

OBJECTIVES: This campaign was designed to promote the specific features of Railway Express service (speed, economy, dependability) which a national survey revealed to be most important to American industry.

SCHEDULE: Two-color pages in seven business publications.

RESULTS: "This campaign has played an important part in the sales drive that brought a substantial increase in the volume of Railway Express shipments. Needless to say, the entire organization is enthusiastic and this advertising is being continued in business publications."

AGENCY: Benton & Bowles, Inc.



PURITAN SPORTSWEAR

uses businesspapers
to whip up
trade excitement for
a holiday promotion

OBJECTIVES: To sell a special Father's Day promotion designed to help the retailer get a bigger share of Father's Day traffic—and Puritan, a bigger share of sales.

SCHEDULE: B&W pages in one merchandising publication, 4-color insertion in a second.

RESULTS: "Puritan received wires and letters from retailers eager to participate in the promotion! Salesmen found retailer after retailer aware of the Festival... ready to order merchandise and display material on the spot. Advance orders for the new Spring line broke every sales record on Puritan's books—with sales up 31%!"

AGENCY: Hicks & Greist, Inc.

ALL GOOD SELLING IS SPECIALIZED AND...

nothing specializes

One yardstick alone—paid ABC audited circulation—is a convincing measure of the editorial and advertising values of ABP publications. Close to 3 million subscribers pay \$10 million a year to read these leading businesspapers!

New Armour Promotion Directed to Busy Mothers



ARMOUR & CO.

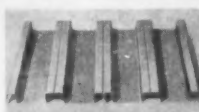
uses businesspapers
to help retailers
get the most from
product promotions

OBJECTIVES: To provide advance information on product promotions; to point out product sales features; prepare the way for the Armour salesman; and to keep the Armour name before the grocery trade at all times.

SCHEDULE: Two-color gate-fold inserts in five merchandising publications, plus B&W pages in other major trade publications.

RESULTS: "The campaign pre-sold the retailer, sparked enthusiasm in our sales force and contributed greatly to increased sales and profits for Armour and Company."

AGENCIES: Tatham-Laird, Inc.—Henri, Hurst & McDonald—N. W. Ayer & Son, Inc.



Easily-fabricated steel decking gives greater strength, extra span width!



U.S. Steel Sheets

UNITED STATES STEEL

uses businesspapers to
get architects and
designers to specify
their products

OBJECTIVES: To get architects, engineers, designers and contractors to specify U. S. Steel products. To increase the sales of U. S. Steel products by reporting on their use in fields of interest to architects and engineers.

SCHEDULE: Black & white pages in ten business publications.

RESULTS: "Although no effort was made to trace results, direct results were evident. For example, one district office reported that a company called, complimented the steel decking ad, and on the basis of the ad, placed an order amounting to \$26,000!"

AGENCY: Batten, Barton, Durstine & Osborn, Inc.

like the business press

LOOK FOR THESE SYMBOLS ON YOUR BUSINESSPAPER



*You will find them on all members of the Associated Business Publications
... leading businesspapers, working together to give their readers—and their
advertisers—more for their money.*

"FAST FACTS ..." Here's a handy compendium of businesspaper information that's required reading for every advertiser who sells to (or through) business and industry. Fast-reading, up-to-the-minute, factual—this vestpocket booklet is well worth studying. Especially worthwhile if you've had no shirt-sleeve familiarity with the business press. Send for your free copy (copies) today. Write ABP, or any ABP paper that serves your field.

THE ASSOCIATED BUSINESS PUBLICATIONS

Founded 1906



YELLOW CANVAS APRONS—the type worn by newsboys to make change—were used to tie a "Life" promotion to the college market. Employees of University of Buffalo

book store cooperated. This is one of several promotions by Time, Inc., to snare readers for "Time," "Life," and "Sports Illustrated" among three million college students.

Inside Look at the College Market

The purchasing power is sizable. But beyond immediate sales, business is interested in Joe and Betty Coed as style-setters and as customers likely to become centers of influence in the social and business worlds after graduation.

BY ETNA M. KELLEY

College campuses are "jumping" this week, with interest centered on homecoming programs, carnivals, community drives (handled with a fun slant, as befits youth), and the decisive near-end-of-season football games.

Participants include not only merrymaking students and alumni, but those with an economic stake in what is termed the "fastest growing market in America": college stores, manufacturers, and the growing number of student "reps" who earn tidy incomes serving retailers, manufacturers, publications and others catering to the market. It is a sizable one, consisting of three million college students between the ages of 18 and 24. Its rate of growth leads observers to predict that it will reach four million by 1960.

At Amherst this week end, American Tobacco's student reps are in the

thick of Homecoming Week festivities. "Welcome Alumni" posters are up on campus and in nearby retail outlets. As part of the Mardi Gras carnival there is an American Tobacco dart-throwing booth with the firm's posters as target; free cigarettes for all participants, and packages of Lucky Strikes and Pall Malls as prizes. This is typical of American's participation in student affairs on college campuses all over the country throughout the school year.

In Ames, Iowa State students are excited about the visit of Lee Hats' pretty consultant on men's fashions, Cathy Christie, who has put up displays at Jamieson's, the college store, staged contests, interviewed — and been interviewed by — campus notables, and been photographed with the football captain.

What Lee Hats and American Tobacco are doing at Iowa and Amherst is typical "cultivation of the

student market" as practiced by the growing number of firms with products or services attractive to this high buying power group. American, for example, has been in the market more than 20 years, advertising extensively in special student media. It employs student reps on all major campuses, who work under faculty advisers, through the Student Marketing Institute.

Cathy Christie's visit to Ames is her 12th such assignment this season, each following the same pattern. In addition to her personal appearances, radio and television guest spots, and work with local stores, she stages contests. Examples: Offering a new hat for a prize to the person who brings in the oldest or worst-looking hat . . . giving away an outsize hat to anyone it fits. (It would fit only a near-giant, and no one has yet claimed it.) In Kalamazoo, she succeeded in having the entire Michigan State football team, wearing Lee hats, go to the station to meet their opposite numbers from Notre Dame; appeared on a TV show with the football coach and captain; was the subject of a front-page story in the college newspaper and a half-page feature in the East Lansing daily paper. The local store sold out its supply of the promoted hats. Anderson & Cairns, Inc., is the agency. Media used are college newspapers and *Sports Illustrated*.

Is there a formula for breaking into the college market? A study of companies that stay in it year after year indicates a pattern of sorts, though not all of them hold to it, in all its phases, every year. It can be summed up, roughly, along these lines:

Conduct research to discover whether students want your product . . . Use the special media of the market, with copy slanted directly toward it . . . Get distribution in the local college stores, if possible; in any case, in nearby outlets . . . Consider using the services of students reps . . . Hobnob with specialists and consultants, with others selling in the market . . . Study the various reports and analyses covering the market.

Though its size is impressive, the college market has other attractions. Its members have higher than average buying power. They influence the buying habits of others: of their families, of high school students who imitate them, of non-college young people, who look to the campus for style leadership. They start fads and fashions: moccasin-type shoes, gaily colored vests, hatlessness, sweater wardrobes, mix-and-match outfits. Their future, as a market, is of interest to the business community. They are the leaders, the high earners, of coming years.

Market Well-Researched

The market is concentrated, integrated, and more than normally homogeneous, has its own specialized advertising media. Much is known about it, since it is well researched, especially by media. (More than 50 studies have been made by *Time* alone.)

Students buy food, shelter and clothing, of course. But they also buy books, records, fountain pens, typewriters, college jewelry and other "tools" and appurtenances of their current station in life, plus whatever it takes to conform to current campus customs. Example: stuffed animal toys, now a "must" for many a college girl. They travel to reach the campus, go home for holidays, go visiting on week ends.

The first year outlay for a girl, for clothes, furnishings and "things for fun and work," averages \$456, according to a 1956 survey made for *Seventeen* by Eugene Gilbert & Co., New York. *Mademoiselle's* College Survey, published in the summer of 1955, furnished such statistics as these: Of 593 girls who answered questionnaires 56.3% usually pay more than \$15 for a swim suit; 13.8% expected to spend more than

\$1,000 for their vacations (including transportation and clothes)—with the median amount for all, \$233; 36% had spent between \$200 and \$500 on their fall wardrobes with the mean amount for the group \$250.

A *Time* report published in 1955 estimated that the 642,420 young men and women who had entered college for the first time in the fall had spent \$234,840,000 for apparel, room furnishings and other equipment; that the yearly expenditures of the 2,700,000 students at U. S. colleges and universities came to more than \$2 billion—for tuition, fees, board and room; \$626,400,000 for apparel.

A large share of student buying is likely to be done in campus, or near-campus, stores. There is a marked trend toward self-service, and this is

beginning to affect packaging. The National Blank Book Co., Holyoke, Mass., offers its "Eye-Ease" notebook fillers in boxes of "brilliant red to attract campus eyes to store shelves . . . end-labeled in black on yellow for easy identification . . . visible through acetate window in top of boxes, so that patterns and rulings can be seen at a glance." The advertisements in *College Store*, official magazine of the National Association of College Stores, are peppered with illustrations of counter dispensers and display racks.

Timing is important in the market, where promotions are often keyed to special events such as homecomings, carnivals, Campus Queen activities. It is wise to know whether a particular school has the quarterly or two-semester system, to avoid scheduling an im-



AMERICAN TOBACCO CO. furnished everything for this Campus Chest Carnival at Syracuse University. Student contributors were given prizes, Luckies and Pall Malls, for their skill in dousing with water pistol lighted cigarettes held in mouths of campus fraternity volunteers.

portant promotion at examination time.

This is a field of *specialists*: of companies that bid aggressively for student patronage; of special media; of experts and consultants on selling to the market. It has its own customs, such as sending a pretty girl as a sales emissary, a fashion consultant, or a subscription manager (*Playboy's* Janet Pilgrim).

Where students buy depends on such factors as the distance between the college and the nearest buying center, and the difference between merchandise (volume and type) offered in college stores and that in off-campus establishments. It is significant, though, that college stores (owned or sponsored by the colleges) have made marked gains in recent years. This is reflected in the growth of membership of the NACS (National Association of College Stores) from 125 members in 1945 to 835 today, and in the 25% increase in members' sales in the last five years to \$150,000,000 in 1955.

The rising volume of college store sales is especially notable in view of the fact that as late as 1940 many were little more than warehouse book and supply operations. Expanding enrollments under the GI Bill of Rights exposed the inadequacy of these facilities and school administrations took the lead in modernizing campus outlets. Today at least 25 NACS member stores have an annual volume exceeding \$1 million.

For inspiration college store managers study the record of the famous Harvard "Co-op," which lifted its volume from \$831,000 in 1930 to \$4,500,000 in 1955, and is currently engaged in remodeling to double its selling space. Widespread expansion of facilities is taking place throughout the field, according to Russell Reynolds, general manager of NACS. Self-service, especially for book departments, is gaining. Says Reynolds,



COLLEGE BAREHEADS cover up when Lee Hat consultant Cathy Christie completes a hat promotion.

"More than a quarter of our members have self-service. I believe that we have the highest percentage of self-service of any retail group outside the grocery business."

NACS publishes a six-times-a-year magazine, *College Store*, which goes to 1,800 stores. (The 835 that are members of the association are credited with serving more than three-quarters of the nation's student population.)

The association's yearly convention is attended both by store personnel and those interested in selling to the student market. The 1956 convention had 123 exhibitors, among them American Lead Pencil Co.; L. G. Balfour Co.; Champion Knitwear Co.; Clay-Adams, Inc.; The Coca-Cola Co.; Joseph Dixon Crucible Co.; Eagle Pencil Co.; Eaton Paper Corp.; The Esterbrook Pen Co.; Gibson Art Co.; Higgins Ink Co., Inc.; Sanford Ink Co.; Philip Morris, Inc.; W. A. Sheaffer Pen Co.; Waterman Pen Co.; *Newsweek*; *Time*; G. & C. Merriam Co.

The importance attached to college stores as outlets for magazines (both for subscriptions and single copies) is

indicated by the wealth of sales aids and promotion material furnished by Time, Inc. to store personnel: paperweights, pencils, wallet-order books, pennants (for *Sports Illustrated*), posters, and—new this year—*Life* "newsboy" aprons of yellow canvas, with cartoon designs and big pockets.

Specialists in student merchandising claim that there are benefits beyond actual sales in having a line available in a college store. A student sees an item displayed, watches a demonstration or otherwise becomes acquainted with it—but instead of buying it locally, he asks his parents to send it to him.

The Student Marketing Institute, New York, performs a variety of services for companies selling to the college market. Through a staff of students who work under the guidance of faculty advisers in 400 colleges and universities, it conducts research, promotions and contests, distributes samples, holds audits; helps retailers to tie in with advertising and promotional campaigns—through furnishing ideas, suggestions, point-of-purchase material. Some of the students employed to do such work cash in on the experience after graduating, sometimes by joining the firms they served as students.

For the American Tobacco Co., a long-term client, SMI has done product sampling, staged promotions and conducted monthly audits. Typical of promotions staged for the firm was one tying in with a Campus Chest Carnival at Syracuse University. It included a Lucky Strike-Pall Mall booth, with displays, and a contest among those contributing to the campus fund. (Prizes were awarded for skill in extinguishing with water pistols lighted cigarettes in students' mouths.) American Tobacco has supported worthy causes in other ways, for example, by handing out cigarettes to students participating in blood donor drives.



CONSULTING ENGINEER

is now running (January through November)

339 Ad Pages

ahead of last year—an increase of 69.5%

112 New Advertisers in 1957

For the first time you can reach this important specifying group in a publication aimed exclusively at the consulting engineer.

Let us tell you about our magazine and its services

CONSULTING ENGINEER

The Consulting Engineer's Professional Magazine

227 Wayne St.

St. Joseph, Michigan





If you have a say in the way a product is packaged . . .

*Look into Styron
plastic containers . . .
your customers will*



THE DOW CHEMICAL COMPANY
Plastics Sales Dept. PL441T
Midland, Michigan

Gentlemen: Please rush your free catalog of Styron plastic containers.

Name _____ Title _____

Firm Name _____

Business Address _____

City _____ Zone _____ State _____

Styron can win you new laurels

Ice cream is ice cream. It doesn't change much over the years. So, when something suddenly happens to make ice cream sales spurt upward, isn't it worth looking into?

That something is plastic containers made of Styron®. They've given ice cream—and other steady sellers like cheeses, spreads, delicatessen foods, tools, hardware, drugs and cosmetics—a supercharge of exciting new sales and merchandising life. People buy more products packaged this modern way because products simply look better in them!

Styron can be molded in virtually any shape, size or color. Containers come crystal clear or opaque, imprinted or ready for your label.

Do you have a say in the way a product is packaged? Then do this today: Write for the free 48-page Styron catalog of packages. It may give you the idea of the year for getting more sell out of your product. **THE DOW CHEMICAL COMPANY**, Midland, Michigan.

you can depend on **DOW PLASTICS**

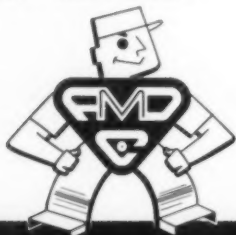


Under One Roof
 COMPLETE DESIGN • ENGINEERING AND
 VOLUME PRODUCTION FACILITIES

EVERY TYPE OF SALES DISPLAY
 FOR EVERY TYPE OF PRODUCT

THEY DISPLAY • DISPENSE • DEMONSTRATE • SERVICE • IDENTIFY

**Metal Merchandising Displays
 For Counter • Floor • Wall**



The producers of merchandise that moves consistently at the "pay-off-point" (point-of-purchase) . . . depend on the coordinated skills of this thirty-four year old A. M. Deeco organization.

Here is your source for functional and inviting design, combined with resources in steel, resulting in the production of quality metal displays to stage your products for fast retail turnover.

At A. M. Deeco, a complete understanding of point-of-purchase merchandising is coordinated with long experience in the manipulation of dies . . . and metal . . . and color.

Investigate the competitive advantages that can be yours when you coordinate your merchandising program with A. M. Deeco's facilities. Write, for complete information.

**ADVERTISING
 METAL DISPLAY CO.**

CHICAGO 50 • 4623 W. NINETEENTH ST • BISHOP 2-1242 • NEW YORK 10 • 2 E. TWENTY-THIRD ST • ALGONQUIN 4-1295

For Remington Rand electric shavers SMI has held shaver clinics featuring repairs and demonstrations for both men and women students. One Remington promotion was built around a beard-growing contest. Another contest required entrants to write letters telling why they wanted to own electric shavers. Entries later served as a dealer mailing list to parents suggesting gifts of shavers to their children.

In addition to long-term jobs, SMI handles special assignments for companies that want to know their competitive position in the market. Twice a year material is gathered for the Student Market Index, a continuous measure of student buying habits, by product. Findings are available to subscribers to the service.

Another special SMI job was a Lux contest, with soap wrapper "votes" in the "Loveliest Girl on Campus" competition. Over 100,000 wrappers were collected at two schools which between them had only 10,000 women students.

Distributes Course Guides

On occasion SMI takes over a complete marketing operation. For example, since 1954 it has been distributing "Data Guides," modern—and faculty-approved—version of the old-time "pony." Formerly 69 cents, now 79 cents, the guide is a clear plastic sheet on which is printed in condensed form the high points of a term course—mathematics, history, English, Latin, etc. Prepared by members of Columbia University's faculty, these guides are accepted by instructors as useful supplements. Students like them because they are time-savers and aids to higher marks. Introduced in 1954, 250,000 had been sold by mid-1955, and SMI predicts volume of half a million in 1956. In addition to campus stores, such department stores as Macy's (New York) and Carson Pirie Scott & Co. (Chicago) now sell them.

SMI was founded in 1946 by Robert M. Stelzer and Selig E. Cohn, each of whom had previously worked in the student market field and recognized its potentials. Its six regional supervisors each average 100,000 miles of travel a year. They visit every major college on their lists several times. They confer with faculty advisers, whose job it is to "inform, inspect, instruct and inspire" the students who work for SMI under their direction. The advisers are usually marketing instructors who welcome the system as a means of giving students practical experience and of testing their own academic work.

For the past three years the institute has sponsored an annual Student Market Clinic for the exchange of information among representatives of media serving students, store personnel and others catering to the market. Award winners, all of whom have served on clinic panels, include educators and members of such organizations as Eastman Kodak, Chevrolet, Remington Rand electric shavers, Pepsi-Cola, A. G. Spalding, Revlon, Wildroot, Colgate-Palmolive, Bates Fabrics, Peter Pan Foundations, Royal typewriters, Eversharp (Shaving Instrument Division), Wm. Wrigley, Jr., General Foods, General Mills, General Electric, Toni, Walt Disney Productions.

To advertisers an attractive feature of the college market is the opportunity for centralized buying of space and time media covering it. There are not only specialized media for the market, but certain general publications for which students show strong preferences.

In the first group are the college newspapers and magazines, football program magazines, campus radio stations. And there are book covers, an important medium for this field.

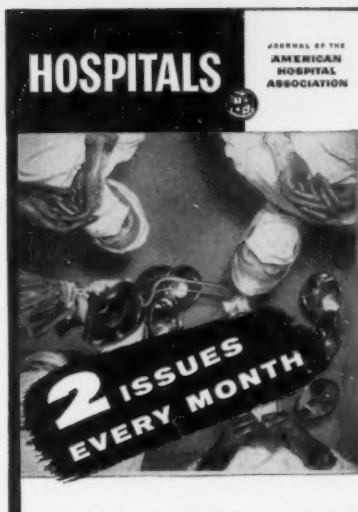
Then there are the publications not edited specifically for college students, but enjoying high readership among them. Both *Life* and *Time* are in this category. They, as well as *Sports Illustrated*, *Newsweek* and several other publications advertise in campus media, exhibit at NACS conventions, employ special student representatives. The College Bureau of Time, Inc., headed by Mrs. Mary Tweedy, employs special student representatives in behalf of all three of the firm's publications.

For the Co-eds

In the fashion field, *Mademoiselle* and *Seventeen* are the chief contenders for the attention of women students. *Mademoiselle*, though edited chiefly for young college-educated women (median age, 24.5), claims that 22% of its circulation is among students.

Playboy, which has attained near-million circulation in two years, is edited for "young businessmen," but makes a strong bid—promotionally—for college readers. Its growth, in view of its limited audience and its price, 50 cents, is noteworthy.

Though *Playboy* carries little editorial reference to student affairs except in its annual college issue, published in October, an analysis has shown 25% of its readers to be college and university students. Its staff, and, in particular, its pretty sub-



HOSPITALS
JOURNAL OF THE
AMERICAN
HOSPITAL
ASSOCIATION

**2 ISSUES
EVERY MONTH**

1st in the field by 15% . . .

16,276*

Average Total Paid Circulation

*ABC Publisher's Statement
December 31, 1955

HOSPITALS
Journal of the American Hospital Association
18 East Division Street, Chicago 10, Illinois



everything is
UP in
**RIVERSIDE,
CALIF.**
1,193,444
Lines of
Retail Grocery

The Riverside Press & Enterprise publishes more retail grocery advertising than 3 of the 4 Los Angeles newspapers.

L. A. EXAMINER	840,593 Lines*
L. A. TIMES	1,348,630 Lines*
L. A. MIRROR-NEWS	935,700 Lines
L. A. HERALD EXPRESS	635,761 Lines
*Daily and Sunday	

**RIVERSIDE
DAILY PRESS
AND ENTERPRISE** **1,193,444**
Lines
1955

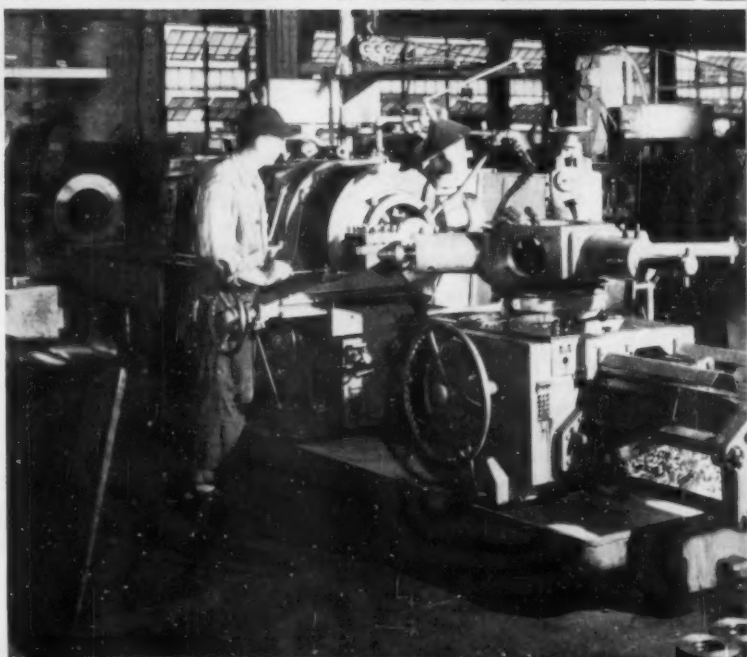
**RIVERSIDE
PRESS and ENTERPRISE**
RIVERSIDE, CALIFORNIA

An independent market 68 miles from Los Angeles.
Represented nationally by Doyle and Hawley.



**FROM SUGAR CANE SHREDDERS TO
COAL CUTTERS**

— that's the range of the Jeffrey Manufacturing Company processing equipment line. In addition, the Columbus, Ohio firm manufactures conveying equipment, chains, power transmission machinery and other related equipment. Contract work is also done, consisting of complete machines or machinery components involving mechanical or hydraulic parts or systems. Right: Operator at one of the many turret lathes in Jeffrey's Metalworking shops.



American Machinist

pin-points a preferred audience

at Metalworking plants such as Jeffrey Manufacturing Company, where 77.8% of purchase dollars goes for the machinery, materials, parts and supplies needed for production . . .

The huge size and wide range of the purchasing pattern at Jeffrey Manufacturing Company, Columbus, Ohio, clearly indicates the scope of the buying power of Metalworking production engineers and executives.

The selling problem in all such Metalworking plants is to gain and hold the attention of this extremely vital buying group . . . to relay your product sales messages most effectively to this *preferred* audience.

Leading manufacturers selling to the Metal-

working market accomplish their pre-selling objectives by putting their messages directly *on target*—they use the advertising pages of American Machinist.

A *preferred* audience of 38,000-plus Metalworking production engineers and executives—far more than any other Metalworking publication — subscribes to American Machinist, because these readers want its significant editorial features . . . aimed solely at their job interests.

... bought by the men who buy
for Metalworking



The McGraw-Hill Magazine of Metalworking Production
McGraw-Hill Building, New York 36, N.Y.

Published every other Monday

Member of the Audit Bureau of Circulations
and the Associated Business Publications



scription manager Janet Pilgrim (on occasion a *Playboy* cover girl) are familiar figures on U.S. campuses. Several college magazines have paid it the honor of parodying it, among them those of Penn State and Northwestern.

This autumn *Playboy* has more than 235 "reps" on 220 major campuses, to promote the magazine and merchandise its advertising. They line up retailers to take part in "Man About Campus" fashion promotions, study brand preferences among students, distribute samples, provide retailers with preprints of ads, counter cards, display material. With Alpha Delta Sigma, national advertising fraternity, the magazine is now conducting a contest (\$2,500 in prizes). Entries are student-designed ads illustrating the popularity of the publication on campuses.

This November *Playboy* is publishing its first tobacco advertisement, a page in color for Kentucky Club, aimed at pipe smokers. College reps will arrange for tie-in retail displays. For each counter card set up the retailer receives from *Playboy* headquarters a merchandise certificate for the student who made the presentation.

More than 200 national advertisers use college newspapers regularly, according to V. Edward Canale, of National Advertising Service, Inc., which represents all college papers that publish national advertising. A list of 100-odd advertisers supplied by that organization divides them into such categories as Clothing & Furnishings, Beverages, Publications, Hotels & Resorts, Tobacco, Toiletries & Grooming Aids, Travel, Writing Equipment & School Supplies, Automotive, Sporting Equipment, Schools & Colleges, and Institutional (including Recruiting).

Mostly Tabloids

A quick skimming of a score or more of the newspapers reveals that the majority are tabloids, though meaty and serious (but not too much so) in content. Principal subjects covered are sports, social events, campus news. Editorials are usually thoughtful, even when on less-than-burning issues. Some papers carry an amusing, syndicated (advertising, but subtly done) column, "On Campus," by Max Shulman. Philip Morris is the sponsor.

Though the proportion of national to local advertising in college papers varies considerably, characteristically there are numerically more local advertisers, but total volume of space

for national advertising is greater. Tobacco advertising predominates. Example: The April 24, 1956 issue of *Boston University News* carried in its 12-page format space ranging from half to two-thirds pages for Tareyton, Camel, Lucky Strike, L. & M., plus the "On Campus" Philip Morris column. Other national advertisers represented in the issue: Bell Telephone (recruiting), Arrow shirts, Shulton's Old Spice after-shave lotion, and Cooper's Jockey Underwear.

Campus magazines are in three main categories: humorous, literary and engineering. W. B. Bradbury Co., publishers' representatives, sell space for 157 humorous and literary magazines, all of which have a standard print page size, 7" x 10". Bradbury, if furnished one plate and the list of publications to be used, handles all details involved in getting an advertisement printed — obtaining checking copies, paying the individual magazines, etc.

Rates Vary

Rates vary widely and have little relation to circulation. For example, the University of Miami's *Tempo*, which claims 3,300 circulation, charges \$130.50 per page, while the page rate of the University of California's *Pelican*, with 14,000 circulation, is \$103.50. Such discrepancies are explained by variations in local printing costs and the amount of support given by the institution.

Standards of the humorous magazines, both in editorial content and in make-up, are reminiscent of the Captain Billy Whizbang era of 20 years ago. By contrast, the engineering magazines are adult, meaty and, in many instances, highly technical. The firm of Littell-Murray-Barnhill, Inc., represents 74 such engineering magazines, issued from four to nine times a year. Price per page for advertising usually runs from \$30 to \$50. The list of advertisers using full pages in this medium is a Blue Book of Industry. Copy is usually institutional, with the implication that the companies would welcome readers as employees.

As this is written, the *Cornell Engineer* has received advertising orders for space in its October issue for 67 firms, 57 for full pages. There may not be enough space to satisfy the entire list, which ranges from Alcoa to U. S. Steel.

Football Program Magazines are bought, usually at from 25-50 cents, by those who attend games. One out of three or four attending a game is

reported as a purchaser, and average readership of 3.2 per copy is claimed for these books.

Spencer Advertising Co., Inc., official national advertising representative for the National Collegiate Athletic Association, sells space for this medium. This season a national advertiser could buy a black-and-white page to appear in 205 NCAA colleges for \$42,675. Estimated circulation: 3,000,000. Total attendance at the 954 games for which the programs are printed, estimated: 13,000,000. At the other end of the scale a page in the program might be purchased for Brigham Young University to use at its four games for \$96.

Among the 1955 national advertisers using NCAA program magazines were Chesterfield, Coca-Cola, De Soto, Dodge, Longines, Lucky Strike, RCA-Victor, Rheingold, *Sports Illustrated* and Sylvania. Companies using the medium since 1934 include Liggett & Myers, American Tobacco, Longines.

While Spencer sells space for the great majority of colleges that have printed program magazines (205), there are perhaps a dozen (some of them large) that use other sales facilities.

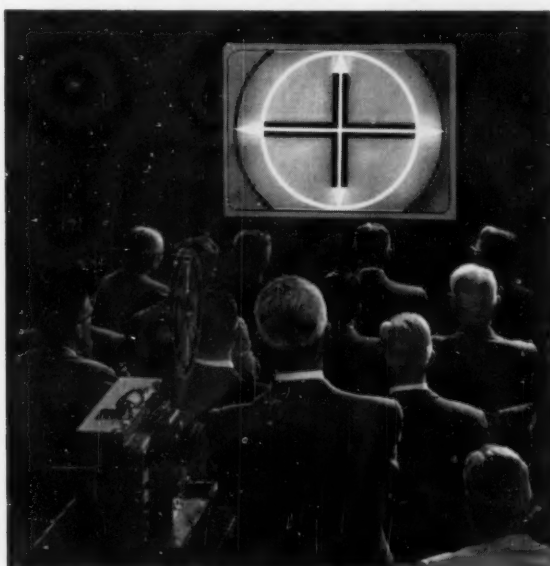
Campus Radio Package

Listening time on some 85 college radio stations is sold nationally through College Radio Corp. that also serves as a radio program package producer and a promotion and merchandising bureau. This organization claims that 87% of U. S. college students have radios in their rooms, and that twice as many listen to campus stations as to all other radio programs combined.

Rates are based on a combination of two factors: size of the listening audience and the amount of revenue needed by the station. This latter, of course, depends largely on college support given the station. Examples of rates: 15 minutes of time may be bought for \$6 on stations at Grinnell (Ia.), Bowdoin (Me.); for \$12 at Notre Dame, University of Minnesota, Duke. Advertisers who used "packaged programs" on college radio in 1955 include Lorillard (for Old Gold); American Tobacco (newscast series for Lucky Strike).

"The Career Hour," popular College Radio Corp. program now in its third year, is heard on approximately 50 stations. It features music and interviews with college placement staff members and representatives of industry. Its 20 sponsors range from American Airlines and Burroughs

Your message gets across better when you start here...NOT here



Why distract your movie audience with flashing focus numbers?

With the NEW Kodascope Pageant 16mm Sound Projector you start at the effective point, the *opening frame*.

How? . . . with the Pageant's new single-switch reversing. Just set your projector up a few moments before your audience assembles. Then run a few feet of film to check focus, framing, and sound level. Then flick the switch and back up to the title frame—ready to roll with the proper opening!

And, with single-switch reversing, you'll find it easy to rerun important sequences for emphasis.

See what else a Pageant gives you

1. **Easy setups**, so effectively simple that even a beginner

can put on a good, smooth-running show.

2. **Excellent sound quality** because the Pageant has tone and volume controls, *plus* well-baffled speaker.

3. **Freedom from worry**, over breakdown or maintenance problems due to improper oiling, the commonest cause of projector difficulty. Every Pageant is lubricated for *life*.

4. **Pictures that sparkle**, even in well-lighted rooms. The unique Super-40 Shutter automatically provides 40% more screen light than a standard shutter at sound speed.

For a complete demonstration of Pageant performance, just get in touch with a nearby Kodak A-V dealer. Let your eyes and ears decide. Three Pageant models to choose from. Free booklet giving full details on request.

Make your own sound movies this easy, inexpensive way

Here in one compact, portable unit is all you need to make your own magnetic sound movies.

Start with any kind of 16mm film, sound



or silent. Add Kodak Sonotrack Magnetic Coating for 2½¢ per foot. Then run it through the NEW Kodascope Pageant Sound Projector, Magnetic-Optical, and *record your own sound*.

Mix voice with music, add from other sound sources, record on the spot, blend automatically. Erase, alter, re-use your magnetic sound track as often as you wish. Change the message to fit different audiences. Do it all easily, and with no complex setups or need for art work titles.

Training, personnel, sales promotion, public relations—practically every phase of your business will soon be clamoring for the services of this versatile new projector.

And since the Magnetic-Optical is a superb sound and silent projector, too, use it for showing **EVERY** type of 16mm film.

See your nearby dealer, or write for complete information. No obligation either way.

EASTMAN KODAK COMPANY

Dept. B-V

Rochester 4, N. Y.

Please send me name of nearest Kodak Audio-Visual dealer and complete information on:

☐ Kodascope PAGEANT 16mm Sound Projectors

☐ Kodascope PAGEANT Magnetic-Optical Projector

I understand I am under no obligation.

NAME _____

TITLE _____

ORGANIZATION _____

STREET _____

CITY _____

STATE _____

ZONE _____

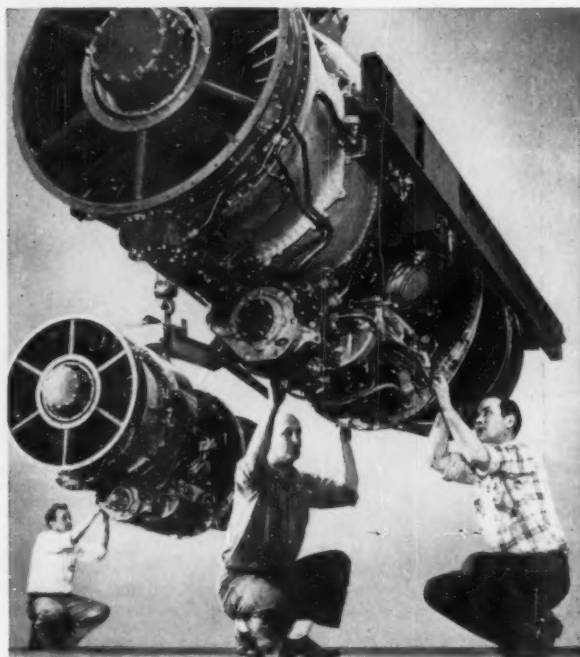
11-222

Kodak
TRADE MARK

How many magazines does it take



MAGAZINE "A" . . . tops with Airframe Manufacturers — a \$6,540,000,000 business last year. Magazine "A" rings the bell with a 12,717 airframe distribution . . . 11,125 concentrated with the 21 leading companies who accounted for 91% of the dollar volume.



MAGAZINE "B" . . . shines among Engine Manufacturers — a \$1,933,000,000 piece of the market last year. 95% of these sales were accounted for by the top 13 firms in the field. Magazine "B" is the clear leader here, with 3,044 of its 3,434 total engine circulation concentrated among these vital 13.



MAGAZINE "E" . . . sky-high with U. S. Air Carriers who accounted for a \$1,610,000,000 sales volume last year. With a 10,393 circulation, Magazine "E" is flying high in the commercial sky, consistently concentrating its coverage with the important influences at the largest companies.



MAGAZINE "F" . . . biggest seller in Business Flying. 1,750 corporations own and operate multi-engine, several single engine planes, or a fleet comprised of both. Magazine "F" hits home in this category, with 2,242 of its circulation going not only to the fleet operators, but to the men responsible for buying replacements, supplies . . . and additional ships.

to cover the Aviation Market?



MAGAZINE "C" . . . clicks with Components Manufacturers of whom some 4,000 major producers did \$2,650,000,000 worth of business in 1955. Magazine "C" tops the field, with 7,034 circulation penetrating the key buying influences. That's a conservative 96% coverage of this crucial category.



MAGAZINE "D" . . . pinpoints the Military. Procurement is channeled through 18 procurement offices. Magazine "D" packs a potent punch with the key personnel of these offices, with a 3,834 circulation reaching the buyer-specifiers and the research and development engineers who determine the buying patterns.

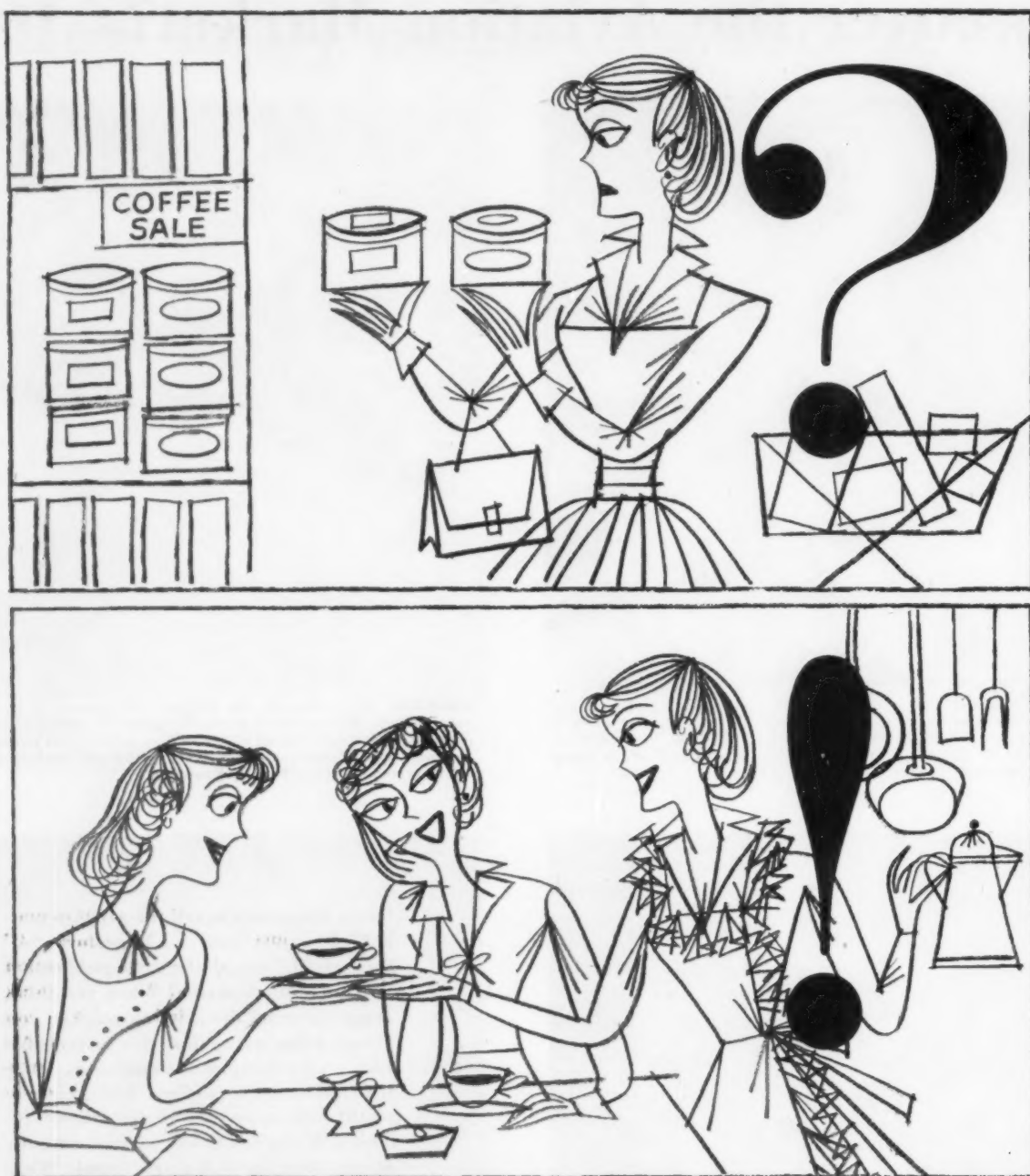


MAGAZINE "G" . . . out front at the Terminal Airports. \$237,000,000 was spent in 1955 at the 345 terminal airports in the U. S. used by certificated trunk lines. Magazine "G" wraps up this important segment of the market, with 549 selective circulation going to local managers and other key personnel who influence buying at the point-of-purchase.

Seven magazines to sell the aviation market? No, just one . . . Magazines "A" through "G" are all the same publication . . . **AMERICAN AVIATION!** When you think about covering the aviation market, you always come up against this inescapable fact . . . it takes just one magazine, **AMERICAN AVIATION** to deliver 91% concentrated coverage of the entire aviation industry. If you would like to receive a copy of our latest fact-full market study "Concentration Where Concentration Counts", please write William H. Pearson, Adv. Dir., 17 E. 48th St., New York 17, N. Y.

American Aviation

*Published by American Aviation Publications, Inc.
world's largest aviation publishers . . .*



She's sold when she's told: **Good Housekeeping** guarantees it"

Kaffee Klatsch...American style. A mid-morning get-together for millions of new young homemakers across the country. Which brands fill the cups?...those they saw advertised in Good Housekeeping, the only magazine that gives these new food shoppers the *confidence* that the product they buy is exactly right. They, and over 31,000,000* other homemakers like them are influenced by the Guaranty Seal when they

buy. These new and powerful consumers know that if they see your brand advertised in Good Housekeeping, it has satisfied the technical experts in the famous

Good Housekeeping Institute...it has met our own high requirements. The renowned Good Housekeeping Seal *sells* the consumer because it *protects* the consumer...your assurance of our readers' full confidence in the quality of your product. *Says Crossley



Corp. to RCA and Worthington Corp.

Though College Radio Corp. represents the great majority of college stations, some of the Ivy League school stations have independent undergraduate sales organizations.

An off beat advertising medium is the plastic-coated book cover, used by students in more than 1,200 colleges and over 8,000 high schools. Advertisers using it include American Airlines, Kiwi Shoe Polish, S. Rudofker's Sons ("After Six" Formal Wear), International Business Machines, and Wildroot.

Though several firms make and sell protective covers for textbooks, the Colad (Collegiate Advertising) Co., Inc., Buffalo, is the major supplier of those used by college students. About one-third of all college students put covers on their books.

Colad turns out nearly 10 million covers a year, with school insignia on the front covers and advertising on the backs. In some instances the bookstores, that sell both books and covers, are advertisers. Advertisers pay from \$36.75 per M (in lots of a million) to \$39.25 per M. Schools and bookstores buy the covers from Colad at \$30 per M (in lots of 10M and over) to \$37.50 per M (1M minimum). Some stores supply the covers free of charge, others charge three, five or 10 cents apiece for them. Colad has a rate card, supplies circulation figures, gives the 15% agency discount.

Advantages of the medium, according to Colad, are the long life of the covers (averaging 26 weeks), and the wide "circulation" resulting from students carrying their books with them on campus, in trolleys, buses and homes.

Colad was born in 1934 when its president, W. J. Lutwack, helped to pay his way through the University of Iowa by making and selling book covers for fellow students. The venture was so successful that Lutwack spent his vacations selling his covers to other college stores and to department stores. After graduation he held jobs with Sheaffer Pen, Chicago

Mail Order Co. (now Alden's) and Sears, Roebuck — but he continued the book cover business as a sideline. In 1947, after a stint with Army Ordnance, he incorporated the business in which he was joined by his two brothers and a lifelong friend.

There is one common denominator among those who have remained consistently in the college market and who, presumably, find it lucrative.

They do more than get their feet wet, they *jump in deep*. We can find the same companies using several media, not just one or two, year after year; the same people appear on panels, attend SMI clinics, exhibit at NACS shows. This is a special market and it requires a special marketing approach. The number and caliber of firms following this practice indicates that it must be sound. **The End**

WHO GET'S THE GRAVY?

You do... If you advertise in the Sioux City newspapers — read by more than 300,000 daily readers throughout the rich 46-county Siouxland Market Area.

You Do . . . Because you can expect gratifying sales results from this prime audience — READY, WILLING and ABLE to BUY.

Contact Our National Reps. NOW!

Sales Management
1955 Estimate

SO. DAK. MINN.
SIouxLAND
NEBR. IOWA
SIoux CITY

**The Sioux City Journal
JOURNAL-TRIBUNE**
NATIONAL REP. JANN & KELLEY, INC.

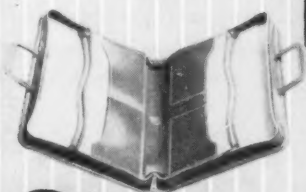
HOW TO ACHIEVE SALES SUCCESS . . .

a case of good salesmanship

by **Tufide**

America's No. 1 Sales Case

More companies, and more salesmen use TUFIDE than any other cases in the world . . . because only TUFIDE is **UNCONDITIONALLY** guaranteed 5 full years! TUFIDE looks like leather, feels like leather, yet outwears leather 5 to 1! See the complete selection of TUFIDE cases at your stationery, luggage or department store.



By **ELMER
"SIZZLE" WHEELER**
America's
No. 1 Salesman

Don't sell the steak — sell the sizzle. Hidden in everything you sell are "sizzles," the main reasons that motivate people to buy.

STEBCO, Dept. A-38

1401 W. Jackson Blvd., Chicago 7, Ill.

Please send free booklet on sales tips by Elmer Wheeler, and name of my local TUFIDE dealer.

Name _____
Company Name _____
Address _____
City & Zone _____ State _____

Stebco CHICAGO 7, ILL.

masonry building

singularly different . . .

Masonry Building's over 20,000 paid subscribers are among a specialized high buying power segment of the building industry who read MB because MB alone covers their needs editorially.

5 So. Wabash, Chicago 3

use manpower, inc.

Survey Interviewers in 1-9-90 Markets

- Uniform standards and procedure Coast-to-Coast.
- Use our interviewers at low hourly rates.

Write for illustrated color brochure

manpower, inc.

OVER 90 OFFICES COAST-TO-COAST

home office: 820 N. Plankinton Ave.
Milwaukee, Wisconsin



Where the convention season never ends...

THE

Greenbrier



For complete information, address:
Charles L. Norvell, Director of Sales,
The Greenbrier, White Sulphur Springs,
West Virginia, or inquire of reservation
offices at: New York, 588 Fifth Avenue,
JU 6-5500; Boston, 73 Tremont Street,
LA 3-4497; Chicago, 77 West Wash-
ington Street, RA 6-0625; Washington,
D. C., Investment Bldg., RE 7-2642.

Combining the finest, most modern accommodations for business meetings with unexcelled sport and recreational facilities, The Greenbrier offers an outstanding location for your next convention. The Greenbrier's newly completed, air-conditioned West Wing provides meeting rooms for groups up to 1000 and includes such features as . . . a brand new auditorium with a 42 foot stage . . . the latest P. A. systems and projection equipment . . . a theater with CinemaScope screen . . . and superb arrangements for banquets. Don't overlook either, the marvelous sports and recreational facilities, the courteous service, comfortable guest rooms and wonderful dining that have made The Greenbrier world-renowned as America's Informal Business Capitol.

THE
Greenbrier

WHITE SULPHUR SPRINGS • WEST VIRGINIA

Changing Schedules

(continued from p. 33)

apt to be changing his mind or thinking about your line of products. Obviously, contract periods represent such a time. Strikes or other interruptions, price changes can motivate important sales decisions. So can major changes in the customer's management or in its policy. It is wise, when a company or a purchasing agent is known to be receptive to some action, to shift the normal schedule of calls to concentrate on such a prospect.

Once you find yourself in the customer's reception room with a long wait ahead, don't fret. This is part of the cost of doing business. By acknowledging this fact, you will come prepared to make the most of this time, either by business reading or by completing plan for later calls. Often the atmosphere in a reception room is more conducive to productive work of this kind than is your own office on a busy day.

Finally, we arrive face to face with the buyer. It is here that the ultimate effectiveness of the salesman determines his business success. And yet one of the most frequent failures in the entire scheme of planning occurs right here. Every salesman has at some time been guilty of planning well every preliminary move only to enter the buyer's office with no formulated plan for conducting his portion of the interview. Even with a wealth of prepared material, there has often been little time given to how to present the pertinent facts, at what point to make key observations, in what sequence to ask questions and, most important, the plan to bring the sales discussion to a prompt and satisfying conclusion. In face-to-face contacts questions often play a vital role, both the anticipated questions of the buyer and those planned by the seller. When properly planned, the question sequences can become the salesman's most valued conversational crutch. He should determine to use it often.

The End

masonry building

singularly different...

Masonry Building's over 20,000 paid subscribers are among a specialized high buying power segment of the building industry who read MB because MB alone covers their needs editorially.

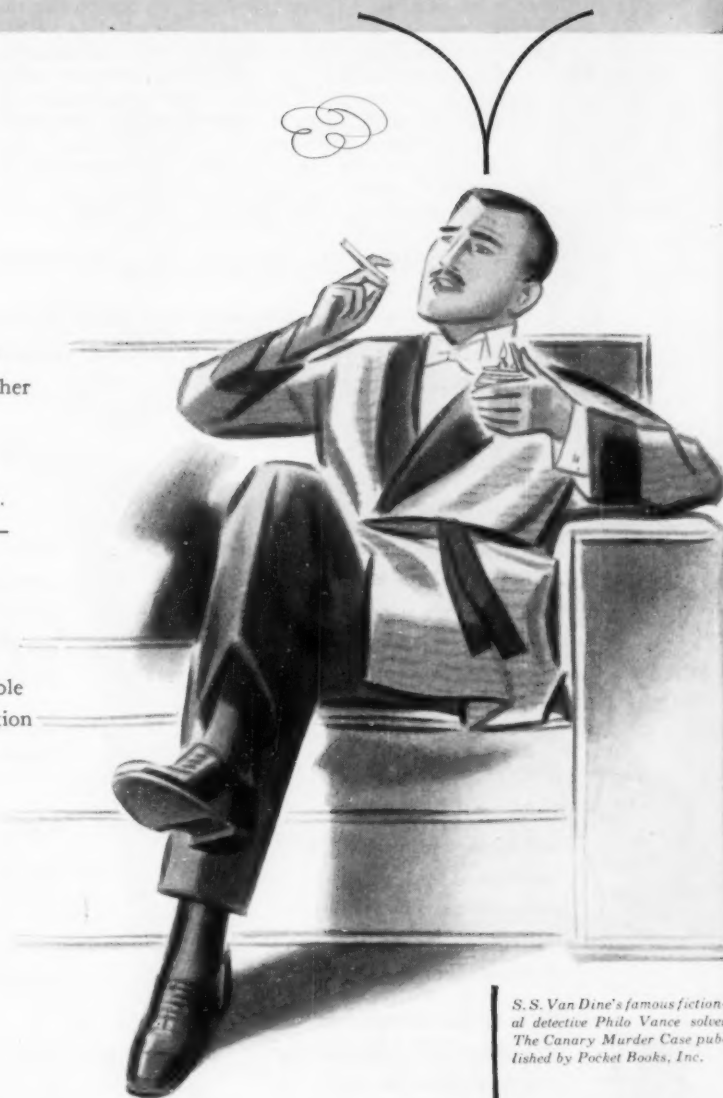
5 So. Wabash, Chicago 3

"'STRODNRY!" *murmured Philo Vance*

"Absolutely 'strodnry," murmured the lean aristocratic detective, as he lit another of his beloved Regies.

"Here I am, one lone detective out of hundreds—and these chaps pick on *me*. It would seem they want confirmation—or something—of the fact that more than half of Baltimore's families read the Baltimore News-Post & Sunday American. All I can say is it's plain as plain can be to anyone taking the trouble to look up the Audit Bureau of Circulation figures.

"So, old chaps—at the risk of repetitiousness—here goes: More than half of Baltimore's families read the Baltimore News-Post and Sunday American. Amazin'—what?"



S. S. Van Dine's famous fictional detective Philo Vance solves The Canary Murder Case published by Pocket Books, Inc.

Baltimore News-Post

& Sunday American

REPRESENTED
NATIONALLY BY
HEARST ADVERTISING
SERVICE INC.
OFFICES IN 15 PRINCIPAL
CITIES

How much marketing assistance do newspapers give advertisers?

The extent to which newspapers are *willing* to render marketing assistance is shown by the Pictograph below, based on a survey made a couple of years back. But the degree and effectiveness of assistance rendered on contracts involving 5,000 lines or more are dependent on teamwork between advertisers and their agencies, newspapers and their representatives.

Frigidaire, for example, *wanted* one or more forms of marketing

aid from 181 newspapers, received it from 161. Squibb, from a percentage standpoint, was even more successful, with 36 out of 37. It worked so well for Squibb that the firm increased its schedule for the next campaign to 172 newspapers.

In a beautiful brochure called "The Big Plus," issued under the joint auspices of the Newspaper Advertising Executives Association and the American Association of Newspaper Representatives, case histories of markedly successful

marketing assistance from newspapers are given for Frigidaire and Squibb; also Shell, Philip Morris and Carstairs.

The key to success in getting marketing assistance, these companies found, was in giving the newspapers sufficient advance notice of the proposed campaign and its theme.

The data shown below indicate that practically all papers will take some positive action to merchandise a campaign.

MORE THAN 600 DAILIES WERE ASKED . . .

"If a manufacturer of an acceptable product sold in drug and grocery stores offered your newspaper a 5000-line contract, what marketing support would you give?"



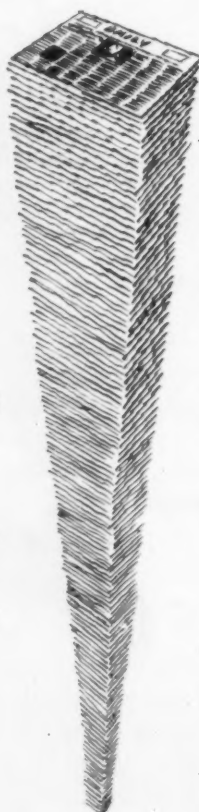
84% of the newspapers will make a total of **11,885** personal calls on principal outlets in their markets to obtain distributors, to acquaint retailers with the campaign, and get window and counter displays.



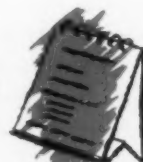
93% of the newspapers will make a total of **92,875** mailings of cards or letters or reprints and schedules to selected lists of grocery and drug stores in their markets.



99% of the newspapers will contact **13,846** grocery and drug stores for tie-in advertising. That's the number of grocery and drug stores regularly advertising in these newspapers.



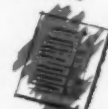
62% will make a presentation to the sales staff of the broker or distributor handling the product.



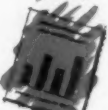
80% will make a distributor check before the campaign.



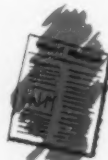
76% will make a result check after the campaign.



91% will supply data on their markets.



29% publish a bulletin for the drug and/or grocery trade, in which they will publicize the advertiser's campaign. These bulletins in many instances go to more than just drug and grocery stores and they reach **620,879** retail outlets each month.



Source: Newspaper Advertising Executives Association

Sorry,
No More
"Surveys"



But We Will BUY Them

Again, we've run completely out of copies of the current (May 10, 1956) *Survey of Buying Power*. Each year we make a big increase in the print order — but it's never sufficient.

Perhaps you've finished with your copy and would be willing to sell it back to us.

For complete copies in good condition we'll be glad to pay the single-copy regular price of \$4.00.

C. V. Kohl, Subscription Mgr. *Sales Management* 386 Fourth Ave., New York 16, N. Y.

DRAKE PERSONNEL, INC.

Nation-wide—Rapid—Confidential

*We are specialists
in Sales Placement*

SALES MANAGER	\$15-\$20,000+
Engineering & Design—Top Level contacts.	
SALES MANAGER—OPEN	
Builders Hardware	
V.P. OF SALES TO	\$40,000
Instrumentation—Controls.	
SALES MANAGER	\$20,000+
4-A Food Mfg.—thru Dealers—National Sales Force	
SALES MANAGER	\$20-\$25,000
Top Houseware firm. Exp. Merchandiser.	
SALES MANAGER—OPEN	
Corrugated Cartons	
ASST SALES MANAGER	\$10-\$12,000
Flexible Packaging.	
SALES MANAGER	\$18-\$25,000
Fine paper House.	
SALES ADM.	\$18-\$20,000
Top level—Diversified plastic mfr.—legal backed, helpful.	
MARKET RESEARCH	\$10-\$12,000
Eastern location—Chem. mfg.	
SALES PROMOTION	\$7-\$9,000
25-30. 2-3 yrs consumer product exp. Midwest	
GENERAL SALES MANAGER	\$25,000+
Silver Hollow and Giftwares.	
GENERAL MANAGER	\$22,500+
Sterling Silver, Flatware and gifts.	
GENERAL SALES MANAGER—OPEN	
Leading Plastics firm.	
SALES-MERCHANDISING MANAGER	\$18,500+
Plastics Housewares and toys.	
SALES-MERCHANDISING MANAGER	\$12,500+
Housewares, gifts & toys—knowledge of export desirable	
SALES MANAGER	\$15-\$18,000 base
Housewares and Set up Premium Div. . . . real Opportunity.	
SALES MANAGER	\$17,500+
Metal and Novelty furniture and housewares.	

Write — Wire — Call

R. A. Cook

DRAKE PERSONNEL, INC.

220 So. State Street, Chicago 4, Ill.
Harrison 7-8600



TOPS IN BUSINESS REMINDER ADVERTISING!

WHERE can you get your advertising message read in homes every day for two years for only pennies? Plastic bottle caps are the answer — today's finest and most productive reminder advertising!

These remarkable caps easily snap on and off all size soda, soft drink, beer bottles keeping drinks fresh and alive with an air-tight seal.

Your firm name, trade-mark or advertisement is imprinted in gold on each cap. Caps come in 6 colors: red, green, blue, yellow, white and black. Sold in bulk or packed 2 to a clear plastic gift envelope.

FREE SAMPLES! Write on your business letterhead for prices and samples of advertising caps ordered by leading national corporations time and time again!

HEMAN ELY, JR.

DEPT. 112, P.O. BOX 62, LANCASTER, PENNA.

masonry building

singularly different . . .

Masonry Building's over 20,000 paid subscribers are among a specialized high buying power segment of the building industry who read MB because MB alone covers their needs editorially.

5 So. Wabash, Chicago 3

SALES GAINS AND LOSSES

Current operating statements show changes in net sales volume (millions of dollars) for representative corporations over the similar year-ago.

Despite the steel strike, third quarter sales figures generally are higher than last year, and for all companies listed below, 86% show gains.

Particularly good showings were made by Caterpillar, Continental Can, Dow Chemical, Fairbanks Morse, Gillette, Interchemical, Minneapolis-Honeywell and St. Regis Paper.

Company	Period	1956	1955	Company	Period	1956	1955
Acme Precision Products	9 mo.	\$ 5.0	\$ 7.9	H. & B. American Machine	1 yr. f	10.2	9.1
Acme Steel Co.	9 mo.	86.2	79.3	Hollingshead (R.M.) Corp.	9 mo.	11.8	12.0
AlleghenyLudlumSteelCorp.	3 mo.	48.8	64.9	Houdaille Industries, Inc.	9 mo.	53.2	64.4
Allied Products Corp.	9 mo.	20.6	14.0	Imperial Paper & Color	3 mo.	6.0	5.6
Allis-Chalmers Mfg. Co.	9 mo.	432.2	396.5	Interchemical Corp.	9 mo.	82.7	73.4
American Airlines, Inc.	9 mo.	217.2	194.8	Kendall Co.	36 wks.	71.3	65.5
American Cyanamid Co.	9 mo.	374.9	336.2	Keyes Fibre Co.	9 mo.	10.3	9.7
AmericanHardRubberCo.	36 wks.	18.4	14.1	King-Seely Corp.	1 yr. f	39.7	40.8
Amer. Potash & Chemical	9 mo.	31.1	20.3	Kropp Forge Co.	1 yr. f	17.3	13.4
Associated Spring Corp.	9 mo.	39.0	38.5	Lionel Corp.	9 mo.	16.7	12.8
Atlantic Refining Co.	9 mo.	398.4	372.9	Lynch Corp.	9 mo.	4.7	3.7
Barium Steel Corp.	9 mo.	87.0	50.6	Macy (R.H.) & Co., Inc.	1 yr. f	398.2	376.4
BostonWovenHose&Rubber	1 yr. f	18.7	16.3	Manning, Maxwell&Moore	9 mo.	32.1	25.0
Bridgeport Brass Co.	9 mo.	127.7	124.3	McDonnell Aircraft Corp.	3 mo.	57.2	41.4
Camco, Inc.	1 yr. f	3.3	2.4	Micromatic Hone Corp.	1 yr. f	13.5	11.4
Cascades Plywood Corp.	9 mo.	9.3	10.8	Midwest Piping Co., Inc.	6 mo.	8.4	10.5
Catalin Corp. of America	9 mo.	16.9	14.5	Minneapolis-HoneywellReg.	9 mo.	194.6	172.2
Caterpillar Tractor Co.	9 mo.	494.2	379.1	Moore-Handley Hardware	9 mo.	32.2	31.9
Chicago Corp.	9 mo.	57.6	47.4	Nat. Distillers Prods. Corp.	9 mo.	383.9	357.4
Cleveland Trencher Co.	9 mo.	5.5	5.3	National Gypsum Co.	9 mo.	119.1	110.3
Climax Molybdenum Co.	9 mo.	38.9	46.0	National Lead Co.	9 mo.	427.6	390.0
Clinton Machine Co.	6 mo.	19.6	14.7	Nestle-LeMur Co.	9 mo.	5.6	4.7
Collins & Aikman Corp.	6 mo.	20.1	26.0	No.American Cement Corp.	1 yr. f	17.3	15.8
CommercialSolventsCorp.	9 mo.	41.3	37.9	Pacific Clay Products	9 mo.	6.1	5.7
Conde Nast Publications	9 mo.	18.7	18.1	Parke, Davis & Co.	9 mo.	98.6	90.2
ContainerCorp.ofAmerica	9 mo.	208.9	190.4	Parker Appliance Co.	3 mo.	5.7	4.6
Continental Can Co.	9 mo.	590.2	510.4	Penn-Dixie Cement	9 mo.	37.7	33.2
ContinentalCopper&Steel	3 mo.	18.0	12.7	PittsburghConsolidationCoal	9 mo.	143.0	118.1
Continental Steel Corp.	9 mo.	36.6	34.3	Rayonier, Inc.	9 mo.	106.0	105.6
Craig Systems, Inc.	1 yr. f	9.5	6.2	Reaction Motors, Inc.	9 mo.	10.2	5.0
Crown Cork & Seal Co.	9 mo.	88.5	85.6	Republic Steel Corp.	9 mo.	885.9	866.5
CrucibleSteelCo.ofAmer.	9 mo.	189.8	171.8	RevereCopper&Brass,Inc.	9 mo.	193.2	180.0
Curtis Lighting Co.	1 yr. f	3.7	2.6	Reall Drug Co.	9 mo.	115.8	115.2
Davidson-Boutell Co.	1 yr. f	12.8	14.7	RiverBrandRiceMills,Inc.	1 yr. f	27.2	35.7
Daystrom, Inc.	6 mo.	33.6	37.8	Ronson Corp.	9 mo.	22.6	19.3
Diamond Alkali Co.	9 mo.	92.0	83.1	Rotary Electric Steel	9 mo.	35.4	39.7
Distillers Corp.-Seagrams	1 yr. f	732.1	735.6	St. Regis Paper Co.	9 mo.	247.8	179.6
Douglas Aircraft Co.	9 mo.	711.2	679.1	Scott Paper Co.	9 mo.	200.0	184.9
Dow Chemical Co.	3 mo.	150.7	128.1	Shakespeare Co.	1 yr. f	12.4	12.2
Eaton Manufacturing Co.	9 mo.	167.2	158.9	Smith & Wesson, Inc.	1 yr. f	5.3	5.2
Economy Auto Stores, Inc.	1 yr. f	7.6	6.3	Standard Packaging Corp.	40 wks.	21.7	18.4
Elgin National Watch Co.	28 wks.	21.1	25.5	Standard-Thomson Corp.	1 yr. f	13.6	15.2
Elliott Co.	9 mo.	33.1	23.1	Stinnes (Hugo) Corp.	6 mo.	83.0	68.8
Espey Mfg. Co., Inc.	1 yr. f	2.8	4.4	Thatcher Glass Mfg. Co.	1 yr. f	38.3	35.3
Fairbanks, Morse & Co.	9 mo.	103.1	84.3	Union Carbide and Carbon	9 mo.	937.1	857.1
Federal-Mogul-Bower Bearings	9 mo.	74.4	78.1	Union Chemical&Materials	6 mo.	20.7	17.9
Ford Motor Co.	9 mo.	3,233.3	4,042.6	United-Carr Fastener Corp.	9 mo.	36.4	36.3
Gair (Robert) Co., Inc.	9 mo.	129.0	118.4	U.S. Gypsum Co.	9 mo.	207.6	192.4
Garfinkel (Julius) & Co.	1 yr. f	38.7	36.0	U.S. Vitam Corp.	9 mo.	9.0	7.5
General Foods Corp.	6 mo.	468.5	440.5	Van Raalte Co., Inc.	9 mo.	22.0	20.2
Georgia-Pacific Corp.	9 mo.	77.8	67.7	Walworth Co.	9 mo.	61.2	35.0
Gillette Co.	9 mo.	153.6	133.3	Winn-Dixie Stores, Inc.	12 wks.	106.6	87.4
Glatfelter (P. H.) Co.	9 mo.	15.6	13.5	Wood (Alan) Steel Co.	9 mo.	51.5	41.7
Glenn L. Martin Co.	9 mo.	228.7	194.8	Youngstown Sheet & Tube	3 mo.	111.6	160.4
Grocery Store Products Co.	9 mo.	6.8	6.0				

Key: f—fiscal year.

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Agency: Robert A. Gallagher Advertising Agency

Aero Mayflower Transit Company 47
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Agency: Lennen & Newell, Inc.

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American Machinist 74-75
Agency: Klau-Van Pietersom-Dunlap, Inc.

American Telephone & Telegraph Company (Classified) 16
Agency: Cunningham & Walsh

Associated Business Publications 68-69
Agency: Media Promotion Organization, Inc.

Baltimore News Post 83
Agency: Marx Kaufman Advertising, Inc.

Charles Beseler Company 59
Agency: Dale & Finkels, Inc.

Building Supply News 62-63
Agency: Hal Stebbias, Inc.

Campbell-Ewald Company 10

Capital Airlines 1
Agency: Lewis Edwin Ryan

Chicago Tribune 4th Cover
Agency: Foote, Cone & Belding

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Agency: Dale & Finkels, Inc.

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Dow Chemical Company 72A
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Eastman Kodak Company 77
Agency: Charles L. Rumrill & Company, Inc.

Elbe File & Binder Company, Inc. 45
Agency: Kenneth L. Nathanson Associates

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Agency: Charles F. Beardsley Advertising Agency

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Agency: Lowe Runkle Company

Fast Foods 23

First 3 Markets Group 46
Agency: Anderson & Cairns, Inc.

Florist Telegraph Delivery Associates 48
Agency: Grant Advertising, Inc.

Flowers of Hawaii 11
Agency: Western Advertising Agency, Inc.

Gardner Displays 64A
Agency: Vic Maitland & Associates, Inc.

General Outdoor Advertising, Inc. 6
Agency: McCann-Erickson, Inc.

Good Housekeeping 80
Agency: Gray Advertising Agency, Inc.

Greenbrier & Cottages 82
Agency: Needham & Grohmann, Inc.

Greensboro News & Record 12
Agency: Henry J. Kaufman & Associates

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Agency: Campbell-Ewald Company

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Agency: Campbell-Ewald Company

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The Schuyler Hopper Company 64B

Hospitals 73
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Houston Post 55
Agency: Aylin Advertising Agency

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Agency: Charles B. Sinks Advertising Agency

Keeney Publishing Company 5
Agency: McLain & Associates Advertising

Kleen-Stik Products, Inc. 44
Agency: Burlingame-Grossman Advertising

Sales Management

ADVERTISING SALES

DIRECTOR OF SALES

John W. Hartman

SALES PROMOTION MANAGER

Phillip L. Patterson

Asst. to Sales Director

Caroline Cioffi

ADV. SERVICE MANAGER

Madeleine Singleton

PRODUCTION MANAGER

Patricia Simon

DIVISION SALES MANAGERS

New York—Randy Brown, Jr., Eastern Sales Manager; W. E. Dunsby, Wm. McClenaghan, Charles J. Stillman, Jr., John C. Jones, Elliot Hague, Howard Terry, 386 Fourth Ave., New York 16, N. Y. LExington 2-1760.

Chicago—C. E. Lovejoy, Jr., Western Advertising Director; W. J. Carmichael, Western Sales Manager; Thomas S. Turner, John W. Pearce, 333 N. Michigan Ave., Chicago 1, Ill., STate 2-1266; Office Mgr., Vera Lindberg.

Pacific Coast—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., WOodland 2-3612.

McGraw-Hill Publishing Company 48A
Agency: Fuller & Smith & Ross, Inc.

Manpower, Inc. 82
Agency: Fromstein & Levy Advertising Agency

Marvellum Company 2
Agency: Gibney & Barreca Advertising

Masonry Building 81, 82, 86
Agency: Arthur R. MacDonald, Inc.

Midwest Purchasing Agent 4
Agency: Balch Advertising Agency

Mill & Factory 3rd Cover
Agency: The Schuyler Hopper Company

Minnesota Mining & Manufacturing Company 13
Agency: Batten, Barton, Durstine & Osborn, Inc.

Moline Dispatch 58
Agency: Clem. T. Hanson Company

Nation's Business 24-25
Agency: Gray & Rogers Advertising

New York Journal-American 20
Agency: Bozell & Jacobs, Inc.

North American Van Lines, Inc. 21
Agency: Applegate Advertising Agency

Parents' Institute, Inc. 11
Agency: W. B. Woodward Advertising

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Agency: Weightman, Inc.

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This hasn't happened to many creative men

Some ads are eye catchers. Some are Starch-scorers. This man can show you one that made the magazine's editor tell his readers: "We boldly order you to turn to page 1, and read the advertisement sponsored by —. A bell-ringer, if we ever saw one."

Would you like this kind of creative thinking working for you — as agency copy chief, or media promotion director?

Sales Management
Box 3321

THE SCRATCH PAD

By T. Harry Thompson



Item for a salesman's notebook: "Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination are omnipotent."—*from the Arabic.*

SPACIOUS: Least-understood word in the lexicon of real-estate advertisers.

TRADE SECRETS: What women do. —*Clipped by Joy Gallagher.*

A spiritual picks an ingenious title: "The Adam and Evil Blues."

And then there was the Oculist's Song: "On a Bifocal Built for Two." —*Pantomime Quiz.*

Pride, product of Johnson's Wax, might consider a theme-song from *Lohengrin*: "Here Comes the Pride."

A reader in Urticaria is itching to stir a pitcher of Martinis the way Pearl Bailey says she makes them: "Six-to-one . . . that's six parts gin to one part ice."

Speaking of libations, it's obvious but still a stopper: "Martin's Scotch . . . that's the spirit!"

Introduction to a *non-sequitur*: "But first, a message of importance to everybody."

On *Down You Go* awhile back, the clue was: "Perfect for the person who has an itch to write." And the phrase? Buckle your seat-belt: "Scratch-Pad."

Incidentally, the summer replacement of *Down You Go*, with Bill Cullen as moderator battling for Dr. Bergen Evans, and Arthur Treacher, Jayne Mansfield, Jimmy Nelson, etc., was excellent fare.

Television-commercials on film dominate the TV-advertising field and account for 75% of all commercial messages, according to Bill Mie-segaes, president of Transfilm Incorporated, a major producer of TV commercials and industrial films.

Quoteworthy quips from "Sell" (*The Detroit News*): "If you don't think women are explosive, try dropping one."—*Pete Evans.* "The first rule of self-defense is to keep your glasses on."—*Clyde Sikora.*

"People's capitalism is on the march!," carols *The Exchange*, citing the growth of share-owners from 6,490,000 in 1952 to 8,630,000 in 1956. Median income of today's share-owner is \$6,200 against \$7,100 in 1952.

Amended proverbs are often an improvement on the original. Witness: "A man is as young as he feels . . . after trying to prove it."—*Town Journal.* "An apple a day keeps the doctor away . . . if properly aimed."

WISECRACKING: Calisthenics with words.—*Dorothy Parker.*

The comma-haters (legal division): "Know all men by these presents."

"Eight Drownings Too Many."—*Editorial.* As Larry Strickler might ask, what would be a reasonable number?

The Permanent Revolution

The phrase is Russell Davenport's. He used it to describe our dynamic society . . . the American economy with its tidal highs, lows, and medians . . . a fluid thing that somehow sets our civilization apart.

What other country ever went so far so fast . . . from wilderness to wonderland in the short space of 180 years?

Ethnologists would have us believe that it is the melting-pot nature of our society, working in an atmosphere of untrammled freedom, which gave us our zeal for progress . . . the tapping of talents from every quarter of the globe . . . and there is validity in the thought.

Without chest-thumping, however, we may cite the men and maids of marketing who have contrived to make us

want something new and better; who have fostered the *psychology* of obsolescence to make us discard the old for the new long before need be.

In seven brief years, the television-screen went from 10-inch to 12-inch to 14-inch to 16-inch to 17-inch to 21-inch to 24-inch to 27-inch, with color TV already here and threatening to obsolete black-and-white sets of *whatever* dimension.

Automobiles are built to give service for 100,000 miles, but who waits to find out? Most of us trade them in before they need new tires. Let's admit it: More than anything else, it is *selling* which put the *torque* in The Permanent Revolution!

How can you be sure the men who get the publications you advertise in actually read them?

**Can paid circulation
really guarantee readership?**

**Can good controlled circulation inevitably
deliver readers?**

**Can the Franchise-Paid Circulation Method
do anything more than guarantee coverage
of all specifiers and buyers?**

No, of course not

That's why we make sure that MILL & FACTORY goes only to men who say they read it — and want to keep on reading it.

MILL & FACTORY uses the Conover-Mast Certified Readership system; a very costly operation that goes far beyond BPA's "Verification" system. Certified Readership requires every single recipient to state that he reads MILL & FACTORY and wants to keep on reading it... thus insuring 100% reader certification.

Here's how Certified Readership works

Regularly, every recipient of MILL & FACTORY is sent a questionnaire which asks (1) Is your address correct as given? (2) Are you reading MILL & FACTORY and finding it useful? (3) Do you wish to continue receiving MILL & FACTORY?

Total response to this mailing plus two follow-up mailings averages between 75 and 85%. The names of those not replying are referred to our 146 franchised distributors for personal check by their salesmen, to make this certification 100% effective.

About 90% say they read the publication and wish to continue receiving it. If a recipient says his job function has been changed and he no longer needs the magazine — or if he just doesn't read it — his name is taken off the list immediately to be subsequently replaced by another executive with buying influence, who in turn, will be checked for readership. By this method every single name is checked either by mail or in person and all returns are certified by an independent auditing organization. *The accuracy of MILL & FACTORY's circulation list averages a phenomenal 97%. And here's why...*

MILL & FACTORY rates high because it reaches the right men

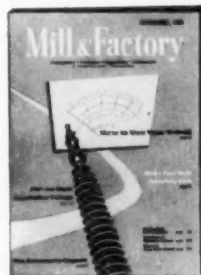
There's a good reason why MILL & FACTORY rates high among men who say they read it and want to keep on reading it. That's because it is edited for and circulated to a carefully *identified* group of men — plant men throughout industry — regardless of title — who have the authority to specify, to initiate requisitions, to buy. You know they *are* the men because they are identified *at the local level*.

MILL & FACTORY builds and maintains its circulation through 1,724 industrial salesmen who can personally designate and enter the subscriptions for the men they must sell... who personally cancel the subscriptions of those who no longer have the power to buy... not at the end of a subscription term of one, two or three years, but with the very next issue of MILL & FACTORY.

These 1,724 salesmen are employed by 146 leading distributor organizations and, regardless of your method of sales representation, these salesmen identify and sell the men who must be sold on products like yours — whether they specify, buy, or influence the purchase of a product.

There is one practical way you can be sure your advertising reaches the industrial operating men who can say "Yes" or "No" and make it stick... who are known to be the important men today... who are known to read the publication that carries your advertising... MILL & FACTORY.

**MILL & FACTORY reaches
the men, regardless of title,
your salesmen must see to sell.**



Mill & Factory

BPA **NSP**

A CONOVER-MAST
Publication
205 East 42nd Street
New York 17, N. Y.



Who pulled the switch in the kitchen in Chicago?

Every cold and frosty morning, not so many years ago, dawn really *did* come up like thunder—when Papa shook the stove. And that was the signal for little John Henry to dash from cold bedroom to hot kitchen to dress in front of Mama's well polished coal range.

Cook stoves and kitchens came big in those days. And Mama concentrated on culinary spit 'n polish, but not fancy fixin's.

John Henry remembered Mama when he became top brass at the K. P. Co., makers of scouring powder. So he made K. P. the very best, most efficient household cleanser and sold it for the lowest possible price. After all, thought J. Henry, housewives don't want to spend any more than necessary on such a utilitarian, every day kind of product.



Experience proved that J. H. not only knew his housework, but also *his* housewives. And for years K. P. sparkled in kitchens all over Chicago.

Then K. P.'s sparkle dulled
and its sales started falling.

So John Henry looked up Joe, an amateur cook and bottlwasher who specialized in scouring up advertising for the Chicago Tribune. And Joe came up with these bright and shiny reasons why:

Today color and glamour have taken over everything including the kitchen sink and the powder that scours it. Even scrubbing has become (almost) fun. New-comers in the cleanser market have added not only bubble, bounce and bouquet to their products, but also to their advertising. No longer is it possible for a member of the scrub team to walk away with the game on low price alone.



Furthermore, K. P. had been concentrating on the low-income market. But today's biggest potential for household cleansers exists in the middle- and high-income groups. (They buy 75% of the scouring powder and are glad to pay more for the trimmings.)

So by digging up these matters of fact, Joe helped John Henry figure out how to catch up with the big switch in kitchens in Chicago. And if you could use the same kind of information, why don't you, too, look up Joe? (He's a most accommodating guy. Has tattoo. Will travel.)

Nobody knows Chicago like the Tribune.
Nothing sells Chicago like the Tribune.
And Joe's the one to give the facts to you.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

